E&P

July 31, 1976
Fifty cents

Editor & Publisher

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Circulation execs told how to boost readership (page 9)

A look at Jimmy Carter's press secretary (page 10)

51st annual SYNDICATE DIRECTORY

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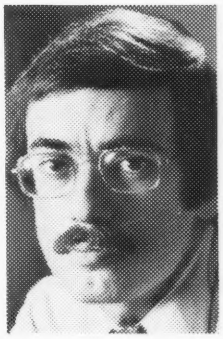


William Braden and Andy Shaw win top A.A.U.P. award

The American Association of University Professors presented the 1976 Higher Education Writers award to Sun-Times reporters William Braden and Andy Shaw for their series on the growing pains of the University of Illinois Circle Campus.

Judges were unanimous in their selection for the first time in the history of the award. One commented, ". . . the superb writing turns an excellent piece of reporting into a prize-winning one."

Roger Simon scores again with the A.B.A.

On August 10, Sun-Times columnist Roger Simon will receive his second consecutive American Bar Assn. Silver Gavel Award, the highest award for legal writing in the nation.

Simon's articles and series are hailed as "outstanding contributions to public understanding of the American system of law and justice."

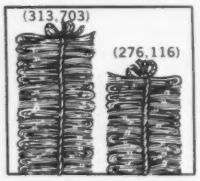
Congratulations to our winners. Their kind of award-winning writing is another reason why the Chicago Daily News/Sun-Times News Service is honored by editors everywhere for editorial excellence.

Chicago Sun-Times

Marshall Field, Publisher

What Boston paper delivers more papers every morning?

MORNING CIRCULATION



For years more people in New England have read the Herald American every morning than any other paper.

Today is no different. Latest circulation figures show the Herald to be the number one morning newspaper in New England.

All of which goes to show that if you want to get to New England first thing in the morning, first you get to the Herald.

That's right. The Herald. #1 in the morning.

*Source: ABC Publishers' Statements, for 6 months ending March 31, 1976.

The Rockwell Graphic

IF IT HAS ANYTHING TO DO WITH PRINTING PRODUCTION, IT HAS EVERYTHING TO DO WITH ROCKWELL

MORE DAILIES GO OFFSET WITH GOSS METROLINERS

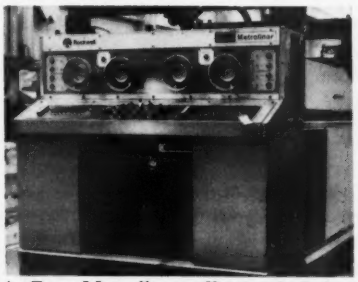
CHICAGO — The Wall Street Journal and Turun Sanomat, the third largest newspaper in Finland, are the most recent additions to the growing list of purchasers of Goss Metroliner presses.

Dow Jones — Goss Metroliner for new satellite plant

The Wall Street Journal plans to install another Goss Metroliner press during the first half of 1977. The press will be installed in a newly constructed printing plant ten miles north of downtown Tacoma, Washington. This facility will produce The Wall Street Journal via communications satellite from their Palo Alto, California plant.

Turun Sanomat — 10-unit Goss Metroliner

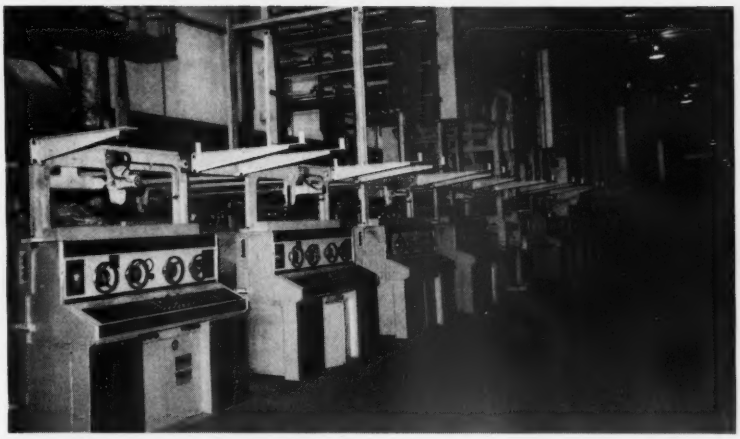
Turun Sanomat in Finland purchased a 10-unit Goss Metroliner press for a new plant to be built near Turku. The press, expected to be in operation by mid-1978, was selected because of its high-speed production capability and color flexibility.



A Goss Metroliner offset unit being readied for shipment.

Future of large dailies in offset

The Wall Street Journal and Turun Sanomat Metroliner purchases are two more examples of the move to offset by the big dailies. Goss v.p., Les Kraft, believes that with the advent of the Goss Metroliner more and more large circulation daily newspapers will make the move. He named the New York Times; O'Globo in Rio de Janeiro, Brazil; Helsingin Sanomat, Helsinki, Finland; St. Petersburg Times and Independent; Portland Oregonian and Oregon Journal; the San Diego Union and Tribune; the Memphis Commercial Appeal and Press-Scimitar, and the Oslo (Norway) Aftenposten as just a few of the multiple press plants already using Goss offset presses here and abroad.



New York Times Metroliner press during installation at new Carlstadt, N.J. satellite plant.

12,000 Goss offset units worldwide

Kraft said that 80% of all U.S. newspapers converted to offset over the last 15 years, during which period Goss installed more than 12,000 offset units worldwide.

"Recent installations have proved that offset productivity can be equal to letterpress, even for papers with large circulations," says Kraft. "The difference in printed waste between letterpress and offset is constantly being reduced. Today," states Kraft, "Goss offset presses have been proven in many multiple-press plants. Combine that and the compatibility of offset with all-electronic newspaper production, and you know why we believe Metroliner is the press of the future for big dailies."

New Goss Waste Reduction Study offers cost savings remedies

Goss engineers recently completed a year-long study to identify waste producing factors in offset press plants. This engineering study offers convincing evidence that low waste levels can be achieved even at large multi-press dailies. Findings revealed two areas where significant improvements can be made: in the area of press operating procedures and in the equipment itself.

Write on your letterhead for a copy of the Goss Waste Reduction Study: Graphic Systems Group, Rockwell International, Dept. 726, 3100 South Central Ave., Chicago, Illinois 60650.

PIONEERING PAYS SAYS ACME RE GOSS METRO-SET BUY

BOSTON — Acme Printing Co., the first commercial printing firm to install Goss phototypesetters, is pleased with its pioneering decision. The Medford-based firm, largest color printer in the Boston area, characterizes itself as unorthodox in that it prints a wide variety of work rather than specializing in any one area.

"We do everything from computer printout forms to 6-color work," says Acme president Edward Canzano. "So when we decided that a high-speed typesetter was needed in the shop, we conducted extensive research on the available models. We came to the conclusion that since one of our prime considerations was quality, the Goss Metro-set was the No. 1 choice for us — so we bought two. Now, after using them for about six months, they've worked out even better than we anticipated. We're very pleased." The innovative spirit of Acme's owners has been evident throughout the company's history. In 1952, for instance, they bought the second Miehle offset press ever sold. And they've recently purchased two other Miehle presses — each one the first of its kind sold in North America. One is a Miehle/Roland 800 Series 50" 2-color; the other, a new Miehle/Roland Perfector.

Goss Metro-set phototypesetters at Acme.

Miehle makes $2.3 million press sales in one week

ROSEMONT, ILL. — During one working week recently, salesmen for Miehle sold a total of five 6-color presses, reports Harry McMillan, Miehle general sales manager. The sales amounted to a whopping $2.3 million and consisted of one 50" 6-color and four 40" 6-color presses.

"The 50" 6-color has always been a strong seller for Miehle," said McMillan. "During the past year, the 40" became extremely popular. Now it's coming into its own as commercial printers discover what a productive, flexible machine it is."

Harry McMillan

McMillan said that the week's sales are a continuation of "the steadily improving pace Miehle has been setting during the past year in sheet-fed press sales."

Goss Metro-set phototypesetter put to good use

SIDNEY, OHIO — Amos Press, publisher of the Sidney News, has installed a Goss Metro-set/2 CRT phototypesetter, it was announced by Dennis E. Nierman, national sales manager for MGD Information Products Division, Rockwell International. The Goss Metro-set/2 was in full production within one week of delivery, Nierman reported.

Production of the News, a 12,000-circulation evening daily, will be only a part-time application of the new typesetter. Amos Press will also make the output of the Goss Metro-set/2 available to its numerous customers. In addition to the News, Amos Press is a book publisher and also prints weekly publications for coin, stamp and gun collectors.

For more information, write to *The Rockwell Graphic*, Graphic Systems Group, Rockwell International, 3100 South Central Ave., Chicago, Illinois 60650.

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EDITOR & PUBLISHER CALENDAR OF EVENTS

AUGUST 1976						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	-	-	-	-
-	-	-	-	-	-	-

SEPTEMBER 1976						
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-	-	-	1	2	3	4
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12	13	14	15	16	17	18
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26	27	28	29	30	-	-
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OCTOBER 1976						
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17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	-	-	-	-	-	-

AUGUST

4-6—Newspaper Co-op Advertising Workshop, Sheraton Inn-Buffalo East, Buffalo, N.Y.

7-13—International Typographical Union, Pick-Congress Hotel, Chicago.

8-13—Newspaper Association Managers, Dunfey's Resort, Hyannis, Cape Cod, Mass.

8-14—Newspaper-in-the-Classroom Institute jointly sponsored by PNPA Foundation and Shippensburg State College, Shippensburg, Pa.

11-15—Canadian Community Newspaper Association, Hotel Nova Scotia, Halifax.

15-18—New England Association of Circulation Executives, Dunfey's Inn, Hyannis, Mass.

16-20—Republican National Convention, Kemper Arena, Kansas City, Mo.

16-21—Mexprint International, National Auditorium, Mexico City.

22-24—Texas Daily Newspaper Association, Bahia Mar Resort Hotel, South Padre Island.

29-31—SNPA Production Conference, Royal Sonesta Hotel, New Orleans, La.

29-Sept. 3—ANPA/INPA Newspaper Executives Marketing Seminar, Tamarron, Durango, Colorado.

SEPTEMBER

1—Buckeye Press Association, Mohican State Lodge, Perrysville, Ohio.

7-9—Music Critics Association, Inc., Kennedy Center, Washington, D.C.

9-11—Pennsylvania Newspaper Publishers Association, classified clinic, Sheraton-Harrisburg Inn.

10-12—Ohio Newspaper's Classified Clinic, Marriott Inn, Columbus.

11-12—New York State Publishers Association, production conference, Sheraton Eagle Bay Inn, Ossining.

14—Canadian Press, board meeting, St. John's, Nfld.

15-18—American Association of Sunday and Feature Editors, Hyatt Regency, Nashville, Tenn.

15-18—International Newspaper Promotion Association, European meeting, Arles, France.

16-17—Allied Publishers, Big Sky, Montana.

16-18—Mid America Newspaper Conference, Branson, Mo.

17-19—Maryland-Delaware-D.C. Press Association, Carousel Hotel, Ocean City, Md.

19-20—Midwest Newspaper Advertising Executives Association, Kansas City, Mo.

19-22—11th ANPA Conference for Young Newspaper Men and Women, Drake Oakbrook, Oak Brook, Ill.

19-22—Western Classified Advertising Association, South Coast Plaza Hotel, Costa Mesa, California.

23-26—Florida Newspaper Advertising Executives, sales conference, Key Biscayne Hotel, Miami.

23-26—Pacific Newspaper Mechanical Conference, Town and Country Hotel, San Diego, Calif.

24-25—National Board for Courses by Newspaper, University of California, San Diego

25-28—New York State Publishers Association, Otesaga Hotel, Cooperstown, N.Y.

26-28—Southern Circulation Managers Association, Nashville, Tenn.

26-29—International Newspaper Promotion Association, eastern region, Great Gorge, N.J.

29-Oct. 1—Pennsylvania Newspaper Publishers' Association, Hershey Motor Lodge and Convention Center, Hershey, Pa.

29-Oct. 2—National Conference of Editorial Writers, Hilton Head Island, S.C.

30-Oct. 3—New York Press Association, Otesaga, Cooperstown, N.Y.

OCTOBER

1-3—New England Press Association, Treadway Samoset Resort, Rockport, Maine.

3-6—International Newspaper Promotion Association, southern region, Louisville, Ky.

3-10—National Newspaper Week.

6-8—UPI Edicon, Statler Hilton Hotel, Washington, D.C.

7-10—Women in Communications, Inc., Marc Plaza Hotel, Milwaukee.

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Newsbriefs

After three years of study the Weyerhaeuser Company plans to build a $165 million pulp and newsprint facility at Longview, Wash. North Pacific Paper Company will own and operate the 210,000 tons per year complex. North Pacific Paper is 90% owned by Weyerhaeuser and 10% by Jujo Paper Company of Japan.

Construction of the mill will begin next spring and employ, when completed in 1979, about 160 workers. The thermo-mechanical process will be used for producing pulp.

A Weyerhaeuser spokesman said the project would be the first major addition to newsprint production capacity in the Northwest in eight years.

* * *

Reporters will be allowed to sit in on juvenile court hearings in Passaic County, N.J. starting August 2 as part of a new "open door" policy of Judge Harold Nitto, presiding judge of the Juvenile and Domestic Relations Court and Judge Charles S. Joelson, county assignment judge. The move is said to be the first of its type in the state. The action was taken upon the recommendation of Burrell Ives Humphreys, Passaic county prosecutor.

* * *

The Soviet Union will permit foreign journalists to have direct contact with government officials, according to a decree by the Presidium of the Parliament. Foreign journalists were previously required to apply to the press department of the foreign ministry for interviews or answers to questions.

The decree was the third easing of restrictions on correspondents in the Soviet Union in the past year. Last October the Soviet Union began issuing multiple entry visas to Western reporters and in March waived the requirement for permission to travel within open areas of the country.

* * *

Estimated U.S. newsprint consumption in June was 767,809 tons, 1 per cent more than in June of 1975, the American Newspaper Publishers Association reported last week. Consumption for June of last year was 759,861 tons. There were four Sundays in June, 1976, as compared to five in June, 1975.

For the first six months of 1976, estimated U.S. newsprint consumption was 4,595,905, compared with 4,548,312 tons in the first six months of 1975, an increase of 1 per cent.

* * *

Production has resumed at four Boise Cascade Corporation west coast pulp and paper mills following union ratification on July 22 on a new two-year labor contract. The ratification vote ended a strike that had began on July 2. The new contract is comparable to other recent strike settlements in the west coast paper industry, according to a company spokesman.

The Boise Cascade mills are located at Salem and St. Helens, Oregon, and Vancouver and Wallula, Washington. Boise Cascade is based in Boise, Idaho.

* * *

Polaroid Corporation is launching a $16 million advertising campaign for the 1976 fall and Christmas season to support the full line of Polaroid instant cameras and films. The company will use six separate ad campaigns, including an introductory program for its new SX-70 Alpha I camera and new SX-70 color film.

The ad program will kick-off in September with spots on almost every major tv event and these ads will be supported by extensive campaigns in national magazines, newspapers and radio. Polaroid will spend more than $1 million a month through the fall on more than 150 advertising pages in about 30 major national consumer magazines.

In addition, Polaroid will use 18,000 minutes of radio time and will run 240 newspaper ads in the top 50 markets across the country.

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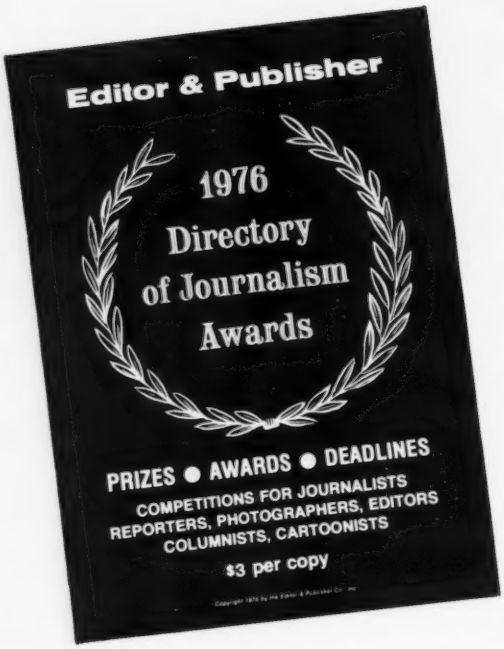

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Females	51.3%	53.7%
18-24	13.0%	13.4%
25-34	13.4%	12.7%
35-49	16.7%	16.6%
50-64	14.9%	15.3%
65 +	10.3%	10.7%
Labor Force:		
Males	27.1%	25.9%
Females	12.3%	15.2%
EBI		
Per Capita	$4,602.00	$4,257.00
Per Household	$13,722.00	$12,573.00

The Statistics Speak for Themselves

SOURCE: The Birmingham News/Post-Herald Continuing Market Study Conducted by Belden & Associates.
1975 Sales Management Survey of Buying Power / 1975 United States Statistical Abstract.

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THE FOURTH ESTATE

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Goodby freedom!

What a government takes away from the people, it never gives back. Peru is the primary example at hand.

Exactly two years ago, the left-wing military junta of that country expropriated the once independent and vigorous free newspapers of the capital city of Lima. Its announced intention was that it would turn control of those newspapers over to trade unions and workers cooperatives to represent those constituencies. E&P called it a "mockery" and said it meant government control that would never end.

How right we were!

The military government has just announced, for the second time in two years, that it will retain control of the six national daily newspapers in Lima instead of turning them over to various sectors of the society. According to news dispatches, the government statement said "the right conditions for relinquishing control of the papers had not been reached." In our opinion, they will never be reached as long as the present government is in power.

Peru is one of eight countries—a mixed bag representing democratic governments and dictators of right and left—sponsoring recommendations at the recent UNESCO meeting in Costa Rica calling for the creation of "national" (or government) news agencies and a consortium of those into an official international news agency.

One does not need basic training in international affairs to realize that a government in control of its domestic press, controlling the local dissemination of news through an official agency, and controlling the export of that news to other countries through such an international agency, is exercising information control as well as thought control and suppressing contrary opinions and ideas.

Not only will the people of Peru be deprived of the unvarnished truth, but other peoples in the hemisphere will never know the truth about what has happened there, or what is happening or might happen to them.

This, and the collateral movement of nations elsewhere to follow the lead of UNESCO, contain ominous consequences for freedom of expression around the world.

51st Syndicate Directory

This week's edition of E&P's Annual Syndicate Directory is the largest in its fifty-one-year history. Its contents disprove reports that newspapers are retrenching (reducing the size of the product) because of high costs.

More syndicates are offering more columns and features on a wider variety of topics. Editors are buying, obviously; the market is there, or syndicate managements would not be reacting to such an opportunity.

The range of supplemental services and comment from around the country, available to editors, should help to disprove allegations that the press is under the domination of influences either eastern or western.

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Microfilms of Editor & Publisher are available from Micro Photo Division, Bell & Howell, Old Mansfield Road, Wooster, Ohio 44691

Letters

PRINT POWER

Television tried to portray the last New York City Democratic Convention—1924, but page 11 of your July 17, 1976 issue of Editor & Publisher, a reprint from your July 12, 1924 issue, did it.

This vividly illustrates the ability of the combination of good reporting and the printed word to portray an authoritative, interesting account that endures 52 years later and will into the 2000's.

When it's important, put it in writing!

J. WARREN MCCLURE

(McClure is president of McClure Media Marketing Motivation Company, Rochester, N.Y.)

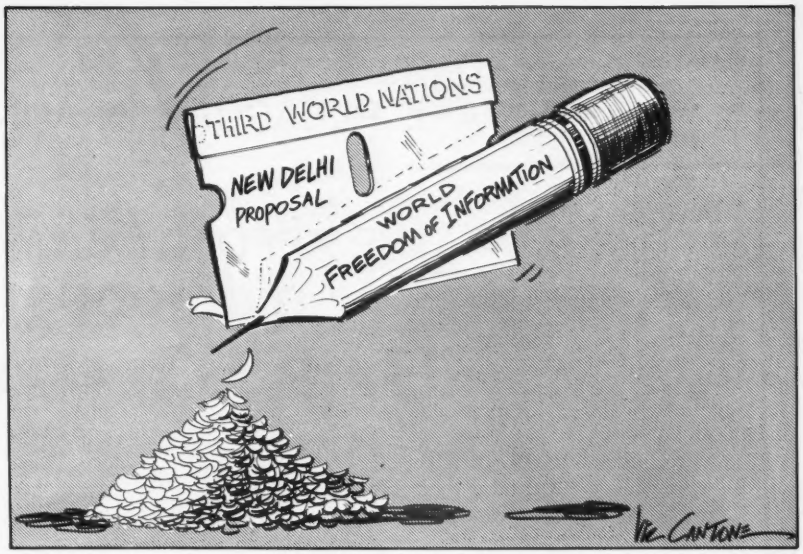
* * *

DEMEANING STYLES

The style changes proposed by the Washington Press Club subcommittee (E&P May 1, 1976) represent a threat to the freedom of the press equally as pernicious as some court order gag rules.

I gather from reading the account of that group's recommendations that the wire services are being asked to make changes in both style and story content in order to conform to a special interest group. If the recommendations of that subcommittee are adopted, apparently it will be frowned upon, e.g., to write anything which implies that the primary interest of unmarried women is "catching a man," as the E&P article says. In fact, finding a husband is the primary interest of millions of unmarried women. Whether this should be so is another story, but news editors should be free to refer to this phenomenon, just as they should be free to report that for increasing numbers of women around the world, development of career, individual potential or whatever is more important.

If this special interest group can dictate style changes and story lines to promote their interests, perhaps it's only fair that other special interest groups be allowed to make their style recommendations in order to cast their cause in the most favorable light. Maybe, for example, the trade group representing the petroleum industry could have the wire services do away with stereotype references which inply that oil companies are making huge profits at the expense of the individual consumer. Stereotypes such as the "giant oil corporation" could be eliminated. I'm confident that the special interest group representing the aerospace industry would like to excise stereotyped terms such as the "military industrial complex," which is demeaning to those in the industry.



WHITTLING DOWN

I belong to a group representing people from Appalachia. Our own subcommittee is demanding that the wire services eliminate demeaning references such as hillbilly and avoid stories which imply that the primary interest of anyone from that part of the United States is listening to banjo music and drinking untaxed whiskey. Also, we are demanding that references such as "from the hills of eastern Tennessee" not be used in stories unless the location is essential to the story. Instead, we're asking that the term be simply "U.S. citizen."

BILL HIERONYMUS

Sao Paulo

* * *

GOOD RESPONSE

We have been surprised to receive so many inquiries from non newspaper sources reviewing the article in your EDITOR & PUBLISHER (July 10). The most recent was a telephone call from Miss Mary Wilson, secretary to Mr. E. B. Tetrault, director of Educational Services for Proctor and Gamble Company in Cincinnati.

In writing the manager of the public relations department of the Illinois State Chamber of Commerce today, I suggested that if he was unable to get one bank to run the ads or all banks to jointly sign an ad, that he should show the ads to the sales manager of the newspaper with the most conservative editorial policy first, with the suggestion that the ads could be blown up to near full page size to be run over the names of a wide variety of business firms with each signatory bearing a relatively small percentage of the total cost. Something like New Year's Greetings coop ads that I have seen.

These ads are free and have no restrictions to anybody that wants to use them in any way that they can effectively do so. Because they were so effective for me here, I would like to see one bank in each community gain the same advantage. But if the banks are too dumb to see this opportunity, it does seem imperative that business itself should bear the cost of getting these few fundamental facts across.

So far we have had 126 inquiries concerning these advertisements.

GEORGE M. CLARK

(Clark is board chairman of Pioneer Bank, Chattanooga, Tenn.)

* * *

STRONG ISSUE

The July 3 issue of EDITOR & PUBLISHER is a tremendously significant edition!

Your inclusion of the "136 Supreme Court Cases Adjudicating Freedom of Speech and Press Issues" is a monumental contribution to the cause of free press and good journalism.

MORTON FRANK

(Frank is president and publisher of *Family Weekly*.)

Short Takes

He (Ali) allegedly was guaranteed $6 million for the bore with Antonio Inoki, the Japanese wrestler . . .—*Tulsa Tribune*.

* * *

He wet through the whole tournament without dropping a set.—*Tulsa World*.

* * *

Countless elderly women could testify that they were attacked in their own beds wearing long-sleeved nighties.—*Southwest* (Fort Smith, Ark.) *Times Record*.

* * *

Mayor Perk deserves our commendation instead of criticism. He is sincere, hard-working and conscious.—*Cleveland Plain Dealer*.

WE TAKE PLEASURE IN ANNOUNCING

THE APPOINTMENT OF

Branham
NEWSPAPER SALES

AS NATIONAL SALES REPRESENTATIVES FOR

OTTAWAY NEWSPAPERS, Inc.

New Bedford, Mass. STANDARD-TIMES	Middletown, N.Y. TIMES-HERALD-RECORD	Sharon, Pa. HERALD
Hyannis, Mass. CAPE COD TIMES	Plattsburgh, N.Y. PRESS-REPUBLICAN	Sunbury, Pa. DAILY ITEM
Oneonta, N.Y. DAILY STAR	Traverse City, Mich. RECORD-EAGLE	Danbury, Conn. NEWS-TIMES
Port Jervis, N.Y. UNION GAZETTE	Medford, Ore. MAIL TRIBUNE	Stroudsburg, Pa. POCONO RECORD

E&P
Every Saturday since 1884
July 31, 1976

Circulation managers told how to boost readership

By Gerald B. Healey

More incentives to purchase and read daily newspapers must be developed while dailies begin regaining control over their circulation by eliminating independent distributors.

Those are two key factors important in the growth of circulation in the near future, 500 circulation executives were told in a crackling talk by Dr. Jon G. Udell, University of Wisconsin business professor, to the International Circulation Managers Association this week at Minneapolis.

There is every reason to believe that the necessary incentives will be provided as many newspapers surge back from the bleakness of downturns in readership and failure to attract new customers, conditions that existed in 1974 and early in 1975.

Udell said most favorable development in the circulation arena will be the aging of the population. The huge post-world II baby crop is now entering the stage of life which is most conducive to the reading of newspapers. Although this crop were "tv babies," their interest in newspapers will rise, especially as papers develop more features appealing to their largest potential audience.

Another population factor which will be favorable to some newspapers and unfavorable to others is the migration of U.S. population. Small cities and towns, especially in the south but also in the north are enjoying the greatest growth. These communities have fewer circulation problems than the larger metropolitan areas, and are likely to enjoy greater circulation gains than the circulation losses experienced by metro newspapers resulting from the population migration.

In other words, Udell said, the movement of population suggests that the population redistribution will enhance overall newspaper circulation.

Legislative barriers

Barriers to newspapers taking back the circulation operation rose in congress with the introduction of bills in the House and Senate last spring.

Robert L. Ballow, ICMA general counsel, described such proposed measures as "special interest legislation" which will make it "impossible to sever relationships with independent contractors" without long and costly court litigation.

The House bill lays down broad definitions of the term "franchise," Ballow said and would allow termination of relationship with independents "only if there is good cause." These measures are set for further hearing when congress convenes and whatever progress there is will be watched closely by ICMA officials.

Ballow added that the internal thinking of the National Labor Relations Board may have changed and that newspapers tied up in independent contractor relationships may be privy to more relief. That possibility is Ballow's personal belief, he emphasized.

Udell reported that newsprint conservation measures saved an estimated 460,000 tons of newsprint in 1975 and many of those measures were the result of efficiency in the use of newsprint rather than the reduction of newspaper size.

Sees fewer rate increases

With the economy enjoying rapid recovery and advertising revenues continuing to climb, there should be much less need for further circulation rate increases. Consumer income, optimism, and expenditures are rising and with aggressive circulation efforts, newspaper circulation should again increase. Some newspapers are already enjoying rising circulations (see E&P, July 17), Udell observed.

To maintain financial order, the growth of government spending must be contained. Continued growth of the gross national product to astronomical figures would not only bring back recession, but would threaten the vitality of the free press, Udell warned.

Thus, the major economic problem facing the newspaper industry is inflation and its adverse effect on economic growth. "If we can contain inflation in the years ahead, I look for substantial economic growth despite resource and environmental problems. Newspapers should share in this growth and achieve new highs in circulation and linage."

Udell believes that circulation's major challenge and key to future success lies in better selling the value of the newspaper to the general public. One plus that promotion and public relations people in the industry must keep hammering at, is that rarely a week passes when the intelligent shopper can't save many dollars by using information in newspapers.

"While inflation has reduced circulation, its effect should have been just the opposite," Udell said. "With higher prices we, as consumers, have a greater need for the advertising and feature articles relating to economics of daily living."

In the professor's opinion the challenge is to educate the consuming public to the fact that no one has a product of greater value at so low a price than the circulation manager.

Must promote usefulness

In the face of cascading changes in the production of newspapers, Otto A. Silha, president of the *Minneapolis Star and Tribune Company*, feels strongly that the daily newspaper must be developed as a more useful product of even higher utility. To achieve such goals, the contents of newspapers will have to undergo drastic re-appraisal in the months and years just ahead "to measure whether that content is the ultimate degree satisfying and serving readers."

Silha said the industry has failed miserably in promoting and selling the usefulness of the daily newspaper, to the point that people don't fully appreciate how valuable it can be.

"We just haven't sold our readers on using newspapers beyond 10% of their capacity," he said.

Silha asked why newspapers have surrendered the supermarket circulation franchise to magazines. He finds that more magazines are being sold in supermarkets than in newsstands and one magazine publisher told him that many newsstands are going out of business because of this shift to the supermarkets by the magazine interests.

Realizing all the complications of retail display allowances, Silha insisted that newspapers regain their point-of-sale power "because that may be a fruitful and profitable distribution outlet for newspapers. If we do our job as well as we should, supermarket customers will demand that daily newspapers be available at the checkout counter."

Should the Newspaper Advertising Bureau become the Newspaper Market Bureau, concerning itself with research.

(Continued on page 19)

"I don't feel any obligation to be a punching bag for the press. I don't mind letting people take out their frustrations on me, as long as they let me take mine out on them."

Jody Powell:

Profile of Jimmy Carter's press secretary

By John Consoli

From "official driver" during the Jimmy Carter campaign for Governor of Georiga six years ago to Presidential press secretary?

As unlikely as the possibility may have sounded then, it may just become a reality if Jimmy Carter is elected to the White House this November.

"That's something I doubt we'll discuss until after the election," Jody Powell, Carter's 29-year-old press secretary told EDITOR & PUBLISHER in an interview during the Democratic National Convention in New York. "I don't think either of us feel we are under any obligation."

Some might call this modesty on Powell's part since he has performed his job with considerable skill during the primary campaign that was culminated with Carter's nomination in New York.

"The campaign is one thing," said Powell. "It's a lot easier to run things during a campaign the way you'd like—without regard for past traditions. The White House press secretary role is more structured. Maybe Jimmy might be better off with someone with more experience."

Powell, however, isn't exactly inexperienced. He served as press secretary during Carter's term as governor from 1970 through 1974 and has been one of his top aides and advisors since then.

Should he be named press secretary to the President if Carter is elected, Powell has some very strong ideas about how the White House press office should be run.

Powell would like to make the relationship between the office of the President and the press more comfortable and relaxed. "There should be more frequent press conferences to take the tension out of the relationship between the President and the press," he said. "If a reporter knows he or she will get personal access to the President from time to time, the reporter will be less inclined to place the worst possible interpretation on it whenever the press secretary does not immediately get back with an answer."

Powell said the feeling by many reporters that a press secretary is merely feeding them "bits and crums" of information must be eliminated.

More frequent press conferences—Carter is pledged to holding one at least every two weeks—is not the only answer to break down the tension between the President and the press, said Powell.

Favors other types of access

"Press conferences, no matter how often they are held, are still susceptible to manipulation," he said. "There must be other types of access—less formal meetings with the President by a few members of the press corps on a rotating basis."

Powell also feels top level members of a President's administration such as cabinet members, should be permitted to air their feelings openly to the press without going through the press office—even if those feelings are not carbon copies of how the President feels.

"If they would just try it for a while," he said, in obvious reference to the current Ford administration, "they would find the people don't really place that much importance on everyone in the President's administration agreeing on every issue."

Powell and Carter do, from time to time, discuss the White House press secretary's role—usually after reading about an incident involving the press secretary's dealings with the press in the papers.

Does Powell see a difference in the press corps he dealt with in Atlanta during Carter's gubernatorial administration and the traveling press corps that has covered the campaign thus far?

(Continued on page 11)

Powell's candid views on the press

(Continued from page 10)

"The biggest difference is in the number of people that must be dealt with," he said. "In Atlanta, the press corps included four or five regulars while during the Presidential primary campaign the corps numbers 40-50. This will grow even more when the general election campaign begins."

Powell said the sheer number of national press corps makes it harder to deal with them on the personal basis he would like. Another problem he has encountered is a great amount of shifting of reporters who are traveling with Carter.

"Many times just when we get to know a reporter, he is given another assignment. Many people have said they have not really gotten to know Jimmy, yet how can they be expected to when many of the reporters covering his campaign don't stay around long enough to get to know him themselves."

"I've never felt at the end of the day that relations were so strained that I couldn't sit down and have a drink with a member of the press corps on the plane."

How has the media treated Jimmy Carter? "The media has treated Jimmy pretty fairly, especially the traveling press corps," said Powell. "I haven't agreed with everything they've written and I've always expressed my disagreement immediately. Yet, I don't hold grudges.

"There has been some opinion stuff done on Jimmy that has been kind of silly. At least one story, written by a syndicated columnist, likening the operation of the Carter campaign staff to that of Richard Nixon's staff. The man had never met Jimmy or any member of his staff."

Just as the rise to prominence of Carter's ad agency and its president Jerry Rafshoon can be called a "cinderella story," so can Powell's rise in the Carter hierarchy to become not only his press secretary but also one of his top advisors.

Makes own opportunity

Jody Powell made his own opportunity. In 1969, while in graduate school studying political science, he began writing to Carter. After an assortment of correspondence, Carter invited Powell and a few other students down to Plains, Georgia to discuss their views on politics.

One thing led to another and Powell found himself a member of the Carter staff during his run for Governor. "I was hired as a traveling aide and at the start of his campaign we would travel around by car—just me and Jimmy. As the campaign progressed, we began to travel by plane and the press began to cover him more."

Carter had a press secretary at his Atlanta headquarters but it was Powell who was more or less handed the job of being intermediary between Carter and the press while they were traveling.

Carter was pleased enough with Powell, then 23, to appoint him press secretary when he was elected Governor that fall. He has been with Carter ever since.

"The press has been quite understanding that we are all new at this," said Powell. "There have been those inevitable screwups that we couldn't foresee, but it is my impression that we get along fairly well.

"I've never felt at the end of the day that relations were so strained that I couldn't sit down and have a drink with a member of the press corps on the plane.

"If a difference of opinion arises between the press and myself, it is best for everyone involved to get it off their chest.

"At the same time," Powell said, "I don't feel any obligation to be a punching bag for the press. I don't mind letting people take out their frustrations on me, as long as they let me take mine out on them."

Powell said he gets particular pleasure out of sitting down at the end of the day, from time to time, with members of the press and rehashing strategy or exchanging ideas on how to improve the flow of information.

Accessible as possible

On accessibility Powell says, "I make myself as accessible as possible. I was extremely inaccessible in New York during the convention—not by my choice but because there was so much that had to be done. Just to personally respond to all the requests by the press would have been physically impossible."

This was hard for Powell to accept. "It makes me uncomfortable to keep putting off people. It may make them think I feel I'm too important to respond to them."

Powell said it took him a long time to learn that as Carter's press secretary he could not handle every single duty involving communication with the press. "It took me a while to realize that I did not personally have to hand out Jimmy's daily schedule to all the traveling press corps members on the plane."

Powell's lack of journalism experience was a liability when he was first named Carter's press secretary in 1970. "I am still learning, to some extent, about some of the inner workings of the press. If I had a media background, some problems in dealing with the press could have been avoided, but a lack of media background has also been an asset.

"The press has been quite understanding that we are all new at this. There have been those inevitable screwups that we couldn't foresee, but it is my impression that we get along fairly well."

"I didn't enter the job with any media preferences," he said. "Even though unintentional, many times if you know and understand the problems and workings of a particular segment of the press, you may work better with that segment and they will be a little better off."

After the general election campaign in November, should Carter not be elected or not name Powell press secretary, what does Jody plan to do?

"I've been so busy, I haven't given it much thought. I would like to do something that would let me spend more time with my family."

Pursue a journalism career perhaps? "I do not have any practical writing experience. The only type of journalism I would be qualified to write is a political column. If I write it, I might just as well be doing it."

Powell said he has not granted a large number of interviews for articles on himself because "my job is to help get Jimmy elected, not to spend my time getting publicity for myself."

Acme's McGoldrick raps newspaper editorial content

By John Consoli

After praising newspapers as "the backbone" of his chain's advertising program, Acme Markets president & chief operating officer Peter McGoldrick laced into the editorial sector of newspapers, saying they "are not communicating the story of the American free enterprise system in a fair and objective manner."

McGoldrick, speaking before an audience of newspaper advertising directors in a final day session at the INAE summer sales conference in Philadelphia, said, "I am not one of those executives who feels that because we advertise in a particular newspaper the editor should print all of our puff pieces and never write anything unfavorable about our operations." He said, however, that newspapers "should be providing better service to the consumer than they are now doing and they need to do a better job in providing economic education for their readers of all ages.

"Some reporters use the First Amendment somewhat like a terrorist might use a hostage," he said. "They hide behind it while taking pot shots at whomever they fancy as their adversary."

McGoldrick asked the help of the ad directors, stating, "I think you have more influence than you might think. If the editorial sector won't listen to you, talk to your publisher. He's a businessman like you. I think he will listen and I think that the writers and editors will listen to him."

Lack of business experience

One of McGoldrick's complaints was the lack of business experience or background many business writers have when they are hired by newspapers. "I have even heard it said that some newspapers prefer it that way," he said. "They feel that these editorial people can be more open and objective when viewing the business scene if they are not encumbered by prior business knowledge which might make them biased.

"In my opinion, this kind of thinking is somewhat akin to believing that a printer can do a better job if he is not encumbered by an apprenticeship.

"To make matters worse," said McGoldrick, "many writers appear to come out of school with the belief that American business must be their adversary and the adversary of the American people.

"Under the guise of being fair and impartial, by not reporting the positive aspects of business, many bend over too far in the opposite direction, actually becoming biased against the free enterprise system.

"When you talk with these reporters and point out their seeming lack of objectivity, they often think you are merely trying to get favorable publicity for your company," McGoldrick said. "Ask some of these reporters if you can help them by providing facts or by checking notes for accuracy and they quickly cite the First Amendment."

The First Amendment, said McGoldrick, "is not, and will not ever, be an excuse for irresponsible journalism under the guise of freedom of the press. It doesn't give any reporter an inherant right to write falsehood about our business or any other business. It doesn't even give him or her the right to tell just one side of a story or, by means of innuendo or implication, portray or convey untruth about American business or any sector of it."

McGoldrick said when food prices rise, he would like to see a reporter "dig into the reasons why and perhaps try to present the rationale behind the increases rather than typically headlining his article: 'Rip off at the Supermarket' which all too often seems to happen."

Consumer writers, he said, "are somewhat better than general assignment reporters, but, they too follow certain practices where improvement is indicated. They promote new concepts such as nutritional labeling or unit pricing until adopted. Then they often drop their campaigns, failing to realize that use of these things by consumers depends on continuing coverage."

McGoldrick said, "We don't want to be censors, but our industry is tired of being used as a punching bag."

He then suggested the ad directors ask their publishers to form a join committee—consisting of the publisher, the business and consumer editors and a representative of the advertising department—to investigate ways to better communicate the story of American business.

Cites newspaper advantages

While McGoldrick spoke in negative terms of newspaper editorial coverage, he was generous in his praise of newspapers as an advertising medium.

"Newspapers are always used as our base buy medium . . . and all other media are used to supplement our newspaper programs," he said.

"A well written newspaper ad appeals to today's informed and intelligent shopper," he said. "She studies the ad to plan her menus, to meet the nutritional needs of her family and to aid her in balancing the family's food budget.

"I am personally convinced that there is a very pronounced and very increasing demand from the American public to know more about things," McGoldrick said, "and to be given such information in depth. Just as tv cannot provide enough time for thorough and complete news reporting and analysis . . . neither does it appear possible for tv to provide the depth of product information that is possible via the written word. I see this as a most distinct and growing advantage for you.

"Newspaper advertising is flexible," he said. "For us it provides maximum adaptability to the needs of special programs and changes in our regular program with lead time.

"Selective newspaper advertising also provides the best means for reaching specialized markets and audiences, which is not possible with broadcast media.

"In the months ahead, newspaper advertising will become even more important to us as we increase our share of market in the metro areas where we are already the number one supermarket operator or close to it," he said.

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Boston Globe parent acquires small daily

Affiliated Publications, Inc., parent company of the *Boston Globe*, has reached an agreement in principle with the Transcript Publishing Association, Inc., North Adams, Mass., whereby Transcript Publishing will join Affiliated.

Transcript Publishing, publisher of the daily *North Adams Transcript*, has been owned and operated by the Hardman family of North Adams for over 80 years.

Announcing the agreement, which will involve neither editorial nor personnel changes at the Transcript, Robert Ahern of Affiliated said, "The idea of the agreement was to offer this family-owned paper a long-range future."

The Transcript is the first newspaper property to join Affiliated since its formation by Globe stockholders in 1973.

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Four A's adds two members

Two Florida advertising agencies, Brown, Dowling and Kitten Design Associates, Inc. of St. Petersburg, and Tully-Maynard, Inc. Advertising of Tampa, have been granted membership into the American Association of Advertising Agencies.

Legislators urge making church a free press shrine

By I. William Hill

Despite National Park Service opposition, both New York Senators and one New York Representative this week (July 27) asked the Parks and Recreation Subcommittee of the Senate Interior Committee to make St. Paul's Church, in Mount Vernon, N.Y., a national monument to freedom of the press and the Bill of Rights.

Strongly urging adoption of S. J. Res. 129 through the statements they submitted were the bill's sponsors—Senators Jacob J. Javits and James L. Buckley.

Testifying in person was Rep. Richard L. Ottinger of New York, the original sponsor of the same legislation in the house.

Both Senate and House bills would make St. Paul's more than a mere historic site, not supported by maintenance funds, by putting the area so intimately connected with John Peter Zenger under the National Parks System, to be maintained as a shrine to the first amendment.

Broad support

This is the legislation supported by numerous newspaper organizations, the girl scouts, and the Daughters of the American Revolution, who think a shrine should be made of the site of the 1733 election rigged by a royal governor, who was exposed by Zenger and therefore had to face charges of seditious libel in 1734. It was his acquittal that established truth as a defense for libel.

In his statement, Buckley had this to say: "I am aware that the Department of the Interior has voiced official opposition to this measure, claiming that the relevant historical aspects of St. Paul's Church are already addressed in an existing unit of the system, Federal Hall National Memorial in New York, and that the department feels that the integrity of St. Paul's setting has been compromised by the industrial development around it.

"While I am sympathetic to the budgetary constraints under which the park service must operate, the reasons which the Interior Department has actually stated are, in my judgment, neither wholly accurate nor sufficient to warrant denying the American people the opportunity to preserve an important national monument to our freedoms under the bill of rights."

Historical connections

Buckley also cited many other historical connections of St. Paul's Church; Anne Hutchinson finding it a refuge when she fled religious persecution in the Massachusetts Bay Colony; the fact that 45 American revolution patriots are buried in the St. Paul's cemetery; the fact St. Paul's served as a hospital for Hessian soldiers wounded in the Battle of Pelham; and the fact the St. Paul's bell was cast in the same foundry as was Philadelphia's Liberty Bell.

Calling attention to the fact St. Paul's was declared a National Historic Site by the Interior Department in 1943, Buckley said: "I cannot credit the assertion that St. Paul's has somehow lost its historical significance in the last 33 years . . . Passage of S. J. Res. 139 would not only preserve the lovely and historic St. Paul's Church, it would commemorate the four freedoms so continuously associated with the church and its grounds: freedom of the press, freedom of worship, freedom of speech, and freedom of assembly."

Senator Javits, in his statement, also cited the historical associations of St. Paul's, but also called the attention of the committee to the fact that worshippers at St. Paul's have included Presidents John Adams, John Quincy Adams, and Franklin D. Roosevelt.

Ottinger emphasizes

Ottinger emphasized that St. Paul's is one of only ten National Historic Sites that have not been taken over as part of the National Park System. He expressed the view that making St. Paul's a freedom of the press shrine was especially fitting now, in the light of the bicentennial and with all the recent attacks on freedom of the press.

Ottinger also said: "Mr. Ernest Metcalf, chairman of the Mount Vernon Mayor's Commission on St. Paul's, has assured me that the local committee is prepared to go more than half way to meet the cost of restoration, estimates for which range up to $100,000. Annual maintenance would cost the government in the area of $50,000 a year."

The support of editor Robert U. Brown of EDITOR & PUBLISHER, which has been in the forefront of the journalistic organizations supporting the St. Paul's bill, was cited by Ottinger.

Opposition to the legislation was briefly presented by Dr. Richard Curry, associate director of the National Park Service, following the lines of the opposition given before a House Committee April 26. (E&P May 1) by Park Service Director Gary E. Everhardt.

Sponsors of the bill hope it will be on the agenda of the Senate Interior Committee August 3 or 4. Before this week's hearing was over, Chairman J. Bennett Johnson, of Louisiana, said he was much impressed by what he'd heard.

Calling attention to newly enacted legislation, not yet acted upon by President Ford, that would call for a site like St. Paul's to be maintained on a 50-50 division of federal and local funds, Johnston said it might be that this might become necessary.

To this, Ottinger responded by calling attention to the shaky financial situation of New York.

American Newspaper Publishers Association support of S. J. 139 was submitted in writing by Jerry Friedheim, general manager.

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Libel suit against Star dismissed

A $15 million libel suit by the Martin-Marietta Corp., against the *Washington Star* was dismissed this week in a summary judgment by U.S. District Judge Thomas A. Flannery.

The Federal Judge ruled that a corporation could not win a libel suit against a mass media publication unless it could prove "actual malice . . . with convincing clarity."

Judge Flannery said the issue of the defense contractors' alleged entertaining of Defense Department officials was a matter of "legitimate public interest," and he ruled there was no evidence that the Star had treated Martin-Marietta with malice.

The Federal Judge also ruled that Martin-Marietta was a "public figure" as defined by libel laws.

The suit was over an article supplied to the Star by Peter Gruenstein of the Capitol Hill News Service.

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Jane Gilmer named NAB vicepresident

Jane R. Gilmer has been named vicepresident for classified advertising of the Newspaper Advertising Bureau, replacing Ray J. Greene, who has left the Bureau to become president and chief executive officer of Classified International, Inc.

Gilmer joined the Bureau in March, 1975 as classified sales director. Prior to that, she was with the Chicago Tribune as East Coast manager of recruitment advertising. She also held sales and management positions in the Tribune classified department and had been a sales representative and marketing analyst in the retail department.

In her new position, Gilmer will be responsible for all Bureau sales and training activities in the classified advertising field.

An Editor Comments On The Harris 2500

"Since we've been on terminals, I can't abide the thought of a typewriter."

— Ron Lorenzen
Associate Editor
Quad-City Times

Ron Lorenzen wrote stories on a typewriter for 40 years. He was, in his own words, "the kind of guy management had to overcome" when the *Quad-City Times* began converting to video terminals two-and-a-half years ago.

Now Ron, and the entire news staff of the 80,000-circulation Lee paper, use the Harris editorial terminals to write better stories faster. "Going to the terminals has given us the same improvement in copy quality as going from longhand to typewriters did for our predecessors," managing editor Dan Hayes, says.

The editorial staff of the *Quad-City Times* has already learned what many daily newspapers throughout the world are just now discovering. That automation of pre-press copy processing functions provides enormous quality and productivity improvements — from the newsroom through classified and display advertising operations as well.

And when it comes to selecting copy processing systems, Harris is the choice of increasing numbers of newspapers, from small 10,000-circulation weeklies to the world's largest metropolitan dailies.

That's because Harris has the Series 2500 copy processing system — a family of four controllers, unique terminals, video layout systems, a variety of peripheral devices, innovative control software, and an in-depth support program. These components can be structured to meet precisely the requirements of almost any newspaper. And the Harris know-how in newspaper automation assures a smooth and effective implementation.

Within a few months, your reporters can be writing better copy. Your deskmen and editors will have more control over copy quality, copy fitting, late deadlines and fast page make-overs. Your classified department will be able to take, forecast and bill ads faster and more accurately. And your display department will reduce its mark-up, keyboarding, paste-up and typesetting by two-thirds.

The Harris 2500 system: it does a lot more than make typewriters obsolete.

Harris offers more capability to more newspapers than any other supplier.

HARRIS COMMUNICATIONS AND INFORMATION HANDLING

Harris Corporation, Composition Systems Division,
2140 Troutman Boulevard, Melbourne, Florida 32901 (305) 727-4790

Thompson tells INAE: "Our esteem is low"

By John Consoli

The esteem of newspapers in the United States is low and they have a tremendous task ahead of them to regain the confidence of the American people, Robert E. Thompson, editor and publisher of the *Seattle Post Intelligencer* said in a keynote speech opening the 117th INAE summer sales conference in Philadelphia last week.

Thompson was speaking to newspaper advertising executives from the United States and Canada, but chose to shun a talk on advertising in favor of one on the responsibility of the press in the next century.

He gave them advice, often drawing on his many years of experience as a member of the Washington, D.C. press corps during which time he covered the administrations of several presidents.

In his talk, Thompson both criticized and defended the press. "Despite a leveling off of newspaper circulation in this nation in the past couple of years, the newspaper is still the most important medium we have for thorough and thoughtful dissemination of information and it is still the most important medium we have for advertising," he said. "But, I think we cannot be blind to the fact that our esteem is low—as it is with most public and private institutions after a decade of trauma and tragedy—and that we have before us a tremendous job of regaining the confidence of the American people."

Thompson told those present that rather than become defensive when alleged biases of the media are brought up, "We should give the most thoughtful consideration to such views. If we have lost our perspective, then we must regain it. If we have become too negative about our society, then we must seek ways to become more positive.

"We have made our mistakes and we will continue to make our mistakes," said Thompson. "But we work hard and try hard and despite the tendency of some to indict and denounce the media in wholesale terms, we are not monolithic.

"Nationally, we are Walter Cronkite and William Buckley, the *New York Times* and the *Chicago Tribune*, the *St. Louis Post Dispatch* and the *Indianapolis Star*, the *Louisville-Courier Journal* and the *San Diego Union*, James Reston and Patrick Buchanan, Mary McGrory and James Kilpatrick.

"We are diverse and dynamic, there is no such thing as a media view or a media opinion—despite the sage and saintly sayings of Spiro Agnew."

"Being damned," said Thompson, "is no great problem. In fact it is to be expected if we do our job with courage and controversy. The important thing is for us to be responsible and fair—and to maintain a sense of perspective."

Thompson conceded that this is not always easy. "When we are involved around the clock each day with press and broadcast deadlines, with covering up to the minute news, with trying to provide people with information . . . they require as part of their daily diet, it is not always easy to see events or personalities in their true historical role."

Thompson said although the press may sometimes "indulge in excesses and acts of irresponsibility, the nation cannot afford to let its press be intimidated by government or private institution.

"There is no question that we in the news media suffered a loss of influence and credibility as a result of the confusion and conflict spawned by Vietnam and even as a result of the Watergate investigation."

Thompson said, "For long after President Nixon resigned, there remained millions of Americans who regarded him, as a victim of the press."

Tread with care

Thompson said an area the press must tread with great care is that of the adversary relationship between the press and the president or the press and other elected officials.

"While we always must be cognizant of the role the news media has in criticizing the deeds and misdeeds of politicians, I do not think the drafters of the first amendment meant for us to automatically become adversaries or foes of individuals election to public office," he said.

"Our own credibility is at stake when we decide that we are adversaries rather than purveyors of information."

Commenting on recent public statements by various newspaper department heads who blame declining newspaper readership on a lack of interaction between departments, Thompson said, "At our newspaper none of us operates in isolation. The ad director's input on the editorial product is sought. The editor's criticism of circulation practices is welcome. The production director's questioning of advertising procedures is helpful.

"No one department or individual in a newspaper can be an island unto itself or himself—especially when the whole institution of a free press is under attack."

•

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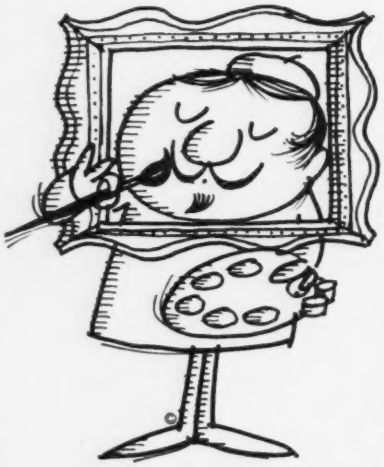

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Goss Cosmo-offset press purchased

The *Bethlehem* (Pa.) *Globe-Times* has purchased a five-unit Goss Cosmo-Offset press.

The order for the Globe-Times, a 36,000 circulation evening daily, includes five Goss Reel-Tension-Pasters. Shipment of the press is expected to begin in November.

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Circulation

(Continued from page 9)

training, promotion and communication? Silha inquired. One publisher wrote him recently, pointing out the technical and scientific resources the newspaper business has successfully assembled and applied to technological problems in the ANPA Research Institute.

The publisher told Silha that the NAB has demonstrated how highly qualified sales and marketing professionals can hold and improve newspaper's share of the advertising revenue pie. But, the publisher said, in the area of greatest vulnerability—marketing and circulation —"we have mounted no similar corresponding concerted effort." Silha said this publisher nominated NAB as the most qualified organization for a jet-assisted attack on the problem.

Silha described circulation as being and remaining the industry's "lifeblood," he concluded. "We need to act now to assure our lifelines to future newspaper vitality and success in years to come."

Canadian study

A surprising finding in a Canadian Daily Newspaper Publishers Association study showed that young urban adults, 18 to 24, are better readers than had generally been suspected, with 69% reporting that they read a newspaper the day before the survey.

Asked for an explanation, John E. Foy, CDNPA general manager, said it was the consensus of the association that the 18-24 age group has been turned off by television.

Thomas Sherrill, ICMA president, said he is convinced that circulation managers have begun to "build a bridge of knowledge" within their papers and with readers and this effort should be duplicated in the nation's newsrooms.

"Let's not save money in the newsroom," Sherrill said. "Rather, let editors know what's needed by readers."

He reported that ICMA has reached an alltime high membership of 1,350 and all must be made to realize, as well as discussing with editors, that today's readers are vastly different and newspapers should be made more pertinent to gain their attention.

Theme of the 77th sales conference was "Circulation—Where the Action Is." There was plenty of visual action in the general meeting room of the conference where Bill Jardine, conference entertainment chairman, and his Star and Tribune colleagues, placed hundreds of carrier bags from papers across the nation on the hall walls.

Tribune series leads to fraud indictments

An important step in an exhaustive investigation by the *Chicago Tribune* was reached July 22 when indictments were returned against 5 men charged with offering phony auto rental franchises.

The Tribune series following two months of investigation dates back to April 1974. It was handled by a task force whose members then were reporters William Gaines and Bill Crawford, Bob Unger, who has left the newspaper business, and Pamela Zekman, now a reporter for the *Chicago Sun-Times*.

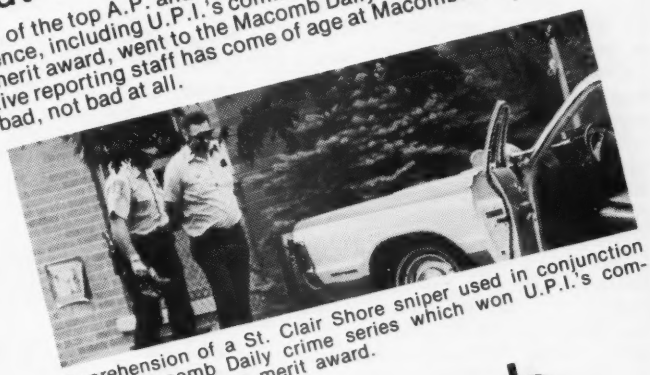
A federal grand jury charged the men had bilked at least 35 persons out of more than $600,000. Assistant U.S. Attorney Patricia Lemley alleged that Daily Auto Rental Service, Inc. sold franchises for auto rentals for nearly $18,000 each. The buyers were to get exclusive auto rental rights to particular territories, fleets of 12 cars, and placement in auto repair shops for their businesses. None of those services were provided by the company, it was alleged.

The Tribune task force documented how franchise frauds and failures throughout the nation operated virtually unchecked in the absence of federal legislation.

Macomb Daily 11
Detroit Free Press 9
Detroit News 8

Not bad for a 31 staff paper out in Macomb County.

11 of the top A.P. and U.P.I. awards for editorial excellence, including U.P.I.'s community sweepstake merit award, went to the Macomb Daily. The investigative reporting staff has come of age at Macomb. Not bad, not bad at all.



Apprehension of a St. Clair Shore sniper used in conjunction with a Macomb Daily crime series which won U.P.I.'s community sweepstake merit award.

The Macomb Daily
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Pagination test project proceeding on schedule

By I. William Hill

The production lifestyle of any newspaper of tomorrow that can afford it is being forged these days in two modernistic buildings typical of Rockville and Gaithersburg, growing Maryland suburbs about 15 miles north of Washington.

It is in a red brick Rockville building with a lush, jungle atrium that eight newspaper organizations have formed the Newspaper Systems Development Group (NSDG) to join forces with IBM and seven other vendors to perfect a full page composition system, often called pagination.

The test site for the evolving hardware is in nearby Gaithersburg, inside the tight security of the IBM Federal Systems Development building, where the technology for Space Project Mercury was once devised.

The purpose of the mammoth project is not only to produce today's newspapers with management having total control of their content and makeup, but to be ready to service the media of tomorrow, whether the product be transmitted by satellite or by wire for reading on home television screens. And, when pagination becomes routine, NSDG may then be turning to technology to solve the problems of newspaper distribution or the pressroom.

Dwight Brown, husky young general manager of NSDG, put it this way: "The primary reason for this newspaper group being formed was, for the first time, to have newspapers specifying and determining the products that they need to do the job in the most cost-effective manner."

The newspaper organizations cooperating are: Knight-Ridder Newspapers, Landmark Communications, Inc. (publisher of newspapers in Virginia, North Carolina and Kentucky), Scripps-Howard Newspapers, Atlanta Newspapers, the *Dallas News*, the *Minneapolis Star* and *Tribune*, the *Toronto Star*, and *Washington Post*.

Marketing control, through licensing, of what NSDG develops is in the hands of IBM, with 29 licenses already divided among the eight founding partners. At some future day, it is expected that IBM will license other newspaper organizations.

The advantages of NSDG are obvious: first, an eight-way division of developmental costs; and second, the input from eight newspaper organizations to make what is developed the most useful technology possible. That input is, in fact, an integral part of NSDG.

To begin with, general manager Brown meets each quarter with publishers of the eight participating newspaper organizations.

The newspaper organizations also have transferred many of their employes to work full time in each of the three divisions of NSDG. The Technical Committee, with James L. Jennings as manager, has a roster of 11, of whom five are from the newspapers. In addition, the Technical Committee meets once a month with a part-time, 8-man subcommittee composed of production and data processing personnel from the member newspapers. In like manner, personnel from the newspapers work on the Test Site Committee, headed by Sidney S. Rothman, with Bernard I. Witt as IBM project manager, and on the Documentation, Training and Installation Committee, which is directed by Kenneth A. Drew.

The full page composition project on which all these are working will, when operational, make it unnecessary to have a composing room of more than a hundred people, however large the newspaper. Under the project, hard and soft ware to produce the entire content of a newspaper (news matter, advertising and graphics) and page makeup capability are being developed.

"By March of 1977," Brown told E&P, "we'll be able to compose a full page, complete with graphics, and convert it to a full plate electronically. Of course, before it can become operational at a newspaper, the newspaper must set aside necessary space, obtain the necessary equipment, and must train and organize its men and women for a new way of life. This could happen by January 1, 1978."

The ability to do all this is the immediate purpose of NSDG, which began planning with IBM in 1970 and entered the project phase in 1973.

As the principal vendor, IBM has had responsibility for the control processor programs developed by the IBM Federal Systems Division, and not long ago NSDG and IBM officials took E&P on a conducted tour of the test site in the Gaithersburg IBM building. The project is set up in a large room filled with giant computers and various kinds of electronic equipment.

The heart of the operation, if a nonscientific writer understands it correctly, is the IBM central processing unit. The input into this is from four sources.

First is the A-wire of United Press International, which is fed into the computer ready to be called up at any time for makeup purposes.

The second input device is a video display terminal, called a "Data Entry and Text Edit Terminal" because it can be used for either introducing text matter into the system or for editing text matter already in the computer. The terminal used in this project is manufactured by Omnitext, Inc.

The third input device is an optical character reader, manufactured by ECRM, which can convert properly-typed text matter into computer availability without even having to go through a tape process.

The fourth input device currently is a graphic scanner, manufactured by Autologic, Inc.,which can convert a picture into lines of dot patterns too small for the eye to see so that half tones as well as words can be available in the computer. Probably by this fall, however, the project will begin using an IBM drum scanner with the expectation of getting far more shades into half tones.

Once all the content for a newspaper is in the computer, the key piece of equipment for assembling a page is a Composition and Makeup Terminal, usually known by its initial letters "CAM," a piece of hardware made by the Raytheon Co. and priced at around $100,000. In appearance, it's like a video display terminal, except the viewing screen is large enough to call up a standard newspaper page in half scale. It also has a more elaborate keyboard.

The use of the Cam was demonstrated for E&P by David Austin, an employe of the Toronto Star. By striking the right keys, he showed how either copy blocks or graphics can be displayed on a page in whatever arrangement the operator desires. Just to see it demonstrated makes it obvious why the CAM is sometimes called an "electronic composing room." Three CAMS are used at the NSDG test site.

Incidentally, to prevent fraudulent use, it is necessary for an operator to give the CAM a name, authorization code, and to indicate the type of work contemplated before the CAM can be operated.

Although the CAM has the capability of originating or correcting text matter, such work is more properly returned to the smaller Data Entry and Text Edit Terminal. Equipment accompanying the CAM includes a hard copy printer as well as a Remote Line Printer, manufactured by Versatec, Inc., designed to provide printouts for any department of the newspaper.

The system also includes a Page Output Device, called a POD, which tends to assure an observer that he can hold something in his hand as well as seeing it

(Continued on page 30)

Former Newsday reporter starts "newly singled" monthly

By Carla Rupp

This week a special publication went on the newsstands in New York for the "newly-singled" called *Ear to the Ground,* at $.75 per copy with a September, 1976, date.

Michael Sterling, who was a reporter and music columnist for *Newsday* from 1959-66 and who has since been in the promotion and incentive business, is a 60 percent owner. Sterling worked at Newsday under the name Michael Sklut.

Sterling met his partner, Renee Ceci, the editor, a former librarian and history teacher, at a Parents Without Partners (PWP) meeting in Queens, N.Y.

They put heads together and decided no newspaper or magazine existed, other than a PWP publication for members, that was designed for divorced persons, the widowed or singled parents, and they set out to formulate a publishing vehicle for gathering news for this readership. Hudson News in New Jersey is their distributor.

They are now looking for advertising salesmen, having placed promotional ads already in the *New York Times, Village Voice* and *Wisdom Child.*

"Divorce is not just an emotionally charged subject that can spoil the friendliest dinner party . . ." but it creates special needs and problems, the two say. Sterling and Ceci are both divorced, as are most of their staffers. She has two children, ages 7 and 4, and he a son, 5. An investigative piece in the first issue spotlights New York City daycare problems.

Whenever partners break up there are special needs, says Ceci, such as finding a new apartment, getting new furniture, paying bills, joining a singles organization, taking a vacation. Their publication, she said, aims to get advertisers in these and other areas. Publishing address is P.O. Box 445, Flushing, N.Y. 11365, phone numbers (212) 762-6682, or (212) 454-1941.

"We'll have news this special readership can use but won't regularly get in the daily newspapers or magazines," said Ceci. "Our readers' lives aren't all glamorous, so we're giving them practical information." The tabloid starts monthly, then will increase its appearances, she said.

•

Rep named

Robert Hitchings & Co. Inc. has been appointed Philadelphia regional advertising representatives for the *Delaware County* (Pa.) *Daily Times.*

FBI turns records over to Sun-Times

The *Chicago Sun-Times* has received 3,800 pages of documents as part of a file of information it requested from the FBI relating to the FBI's 1953-54 surveillance of J. Robert Oppenheimer, father of the atomic bomb.

The FBI provided the information after an order was issued by a U.S. District Court in response to a suit filed under the Freedom of Information Act by Field Enterprises, publisher of the Sun-Times and Chicago Daily News.

Initially the FBI had sought dismissal of the suit and later asked for at least two months to process the material.

The matter was being handled by attorney Ron Zamorin of the law firm of Isham, Lincoln & Beale, Abraham Lincoln's old firm.

Stuart H. Loory, Sun-Times associate editor, received a tip and did several stories reporting that the FBI had wiretapped conversations of Oppenheimer and his lawyers during a time his security clearance was considered being dropped.

The suit with the FBI grew out of a request November 26 by Loory, after he pointed out Oppenheimer had been placed at a serious disadvantage in his attempt to defend himself against charges that he was disloyal to the nation and a security risk. Oppenheimer was later exonerated.

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Advertising

By John Consoli

Ad chiefs sell newspapers

The Newspaper Advertising Bureau recently previewed a national version of its presentation "The Selective Customer: Marketing in the New American Revolution" that tells ad agencies and national advertisers the types of consumers they will be dealing with in the next decade and how to reach them.

The presentation is filled with facts pinpointing the lifestyle of the best potential customer group and three of the nation's top ad agency executives—Tom Dillon, board chairman of BBDO, Paul Harper, Jr., board chairman of Needham, Harper, Steers and Paul Foley, board chairman of Interpublic—are called on to give their impressions of future consumers and how to best reach them.

"Advertisers can get ready to sell the greatest mass luxury market in history," said Bureau vicepresident Mac Morris.

"The prime customer group is the 25-44 year old group and their impact on the American market will be even greater in the next 10 years," he said.

Morris points out that within the past five years, nearly half of the population has moved—one fourth to a different area. Among those in their late twenties, he said, eight of ten have moved in the last five years.

"With every move and every change in living arrangements come new purchases of home furnishings, appliances, cars and other merchandise," said Morris.

Dillon points out that "increasingly, advertisers (at the national level) are localizing their copy to reflect market differences."

Leo Bogart of the Bureau said consumer buying power will continue to grow. "14% of households have incomes of $25,000 a year or more. By 1985, they will be 30%," he said.

"They are going to have a lot of money to spend," said Dillon. "I'm not even certain they're going to know where to spend it."

The presentation points out that the educational surge of the past two decades is still underway. "I think we can be pretty sure that we can be more sophisticated, we can communicate more because the audience is susceptible to, willing to, and able to absorb more," said Foley.

"My own observation is that they are simply not as susceptible to overstatement, baloney and things that aren't based on pretty solid fact, as perhaps their predecessors were," said Harper of today's and tomorrow's consumer.

Another factor to be considered in the next decade by advertisers is the working woman.

"A woman who works is more likely to be involved in activities outside the home," said Morris. "Our studies find she goes out more and has broader interests. She also watches 27% less tv."

Morris said women who are pressed for time "shop more efficiently by consulting newspaper ads first, because the daily newspaper is the basic source of shopping ideas."

Housewife's buying guide

Foley took that a step further stating, "There's no question that the newspaper is the housewife's buying guide week after week after week. Now that's reinforced by presence (of ads) in other media. But I believe the reinforcement of the broadcast media alone would suffer quite sharply from a client or agency standpoint if it did not have that specific presence of the housewife's buying guide (the newspaper.)"

Harper sees the need in the next decade for specialized editorial appeal.

"With an awful lot of people leading very separate lives, and having separate interests, if a mass media hopes to reach them in any continuing basis at all, there will have to be some kind of specialized editorial appeal," he said.

"There's going to be a great deal more in the way of service advertising because what people want is standardized services just the way they originally wanted standardized products," said Dillon. "I think this is because what people want is their expectations fulfilled."

Dillon said more time should be spent by advertisers on furnishing people with information about a product. Foley agreed.

"We in the advertising business and the manufacturers in their side of the business, must have a larger responsibility for communications, not only to cause somebody to buy, but to give them an understanding of what the product is, what it does and to be clear about how it is to be used," said Foley.

"The shorter the time unit in broadcast becomes and the more clutter there is," said Harper, "the more need there is for use of the more contemplative media—in which group I include newspapers. Newspapers give people time to think. It gives people time to examine the particulars and to study the figure, if the figures are relevant and a part of the message."

•

Two ANA posts filled

Arthur H. Hammerstrom, general manager of advertising and sales promotion of the Union 76 Division of the Union Oil Company of California, has been named to serve on the Board of directors of the Association of National Advertisers.

Hammerstrom fills the unexpired term of Orville Roesch, who resigned when he left the Seven Up Company.

At the same time, C.F. "Framp" Chowenhill, manager, new products department of The Nestle Company, Inc., has been named chairman of the new product marketing committee of ANA. He replaces outgoing chairman, Richard C. Roth.

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Martyrs to the Press—Seventh Installment

Donald F. Bolles

By Harvey Saalberg

The first martyr to the press was trampled to death in 1812. When Don Bolles, 47, was killed during the Bicentennial year, 1976, his hired assassin used dynamite and ignited it by remote control.

The methods were in keeping with the respective times, but the results were the same: in each case a courageous journalist was slain by an evil man who sought to deny him his right to freedom of the press.

Don Bolles was an investigative reporter for the *Phoenix* (Ariz.) *Republic*. He had been with the paper for fifteen years, following three summer stints at the *Bergen Record* in New Jersey, three years with the U.S. Army in the U.S. and Korea, and 10 years with the Associated Press in New York, New Jersey and Kentucky.

He had been hired by the Republic in 1962 as an investigative reporter and initially covered the State Capitol and the Arizona Supreme Court.

Bolles soon discovered that several nets of influence in Phoenix were controlled by powerful men through bribery, favor-peddling, intimidation, extortion and criminal acts. In public administration he found that much business of agencies and investigating bodies was conducted in unethical if not outright corrupt ways in the areas of taxation, racing, land selling and corporate affairs.

Almost from the beginning Bolles turned out exposé upon exposé on bribery and kickbacks and other irregularities in the old State Tax Commission.

His stories led to the indictment of two tax commissioners, but the charges were later dismissed. Likewise, two corporation commissioners were impeached by the Arizona House and later acquitted by the Senate. However, all the politicians involved either did not seek reelection or were defeated in the next election. These stories led to a Pulitzer Prize nomination for Bolles in 1965.

In 1967 Bolles wrote a series of articles on Western Growth Capital Corporation, which collapsed after being sold by land promoter Ned Warren Sr., an ex-convict formerly named Nathan Waxman. These stories by Bolles were his newspaper's first major effort to expose land fraud in Arizona. They revealed the inner workings of the various corporations that had been set up to sell land and mortgages as well as handle utilities.

Why did Bolles excel in newspaper journalism while most reporters are satisfied to perform routine assignments? In the words of one co-worker, Bolles was "imaginative, aggressive and utterly fearless."

Perhaps he should have been somewhat more fearful, but he could not subdue his dynamism and sense of justice. According to Nina Pulliam, Republic publisher, Bolles received "many threats over the years he spent as an investigative reporter."

With Jack West, another Republic reporter, Bolles in 1973 wrote a series of articles on Mafia infiltration into legitimate business and other aspects of Arizona life.

His many stories on organized crime, white collar and political corruption brought him a number of recognitions, including the Arizona Press Club Newsman of the Year award in 1974, which he won in part for his stories uncovering a conflict-of-interest scandal in the Arizona legislature.

Despite the honors that had come his way, Bolles by 1975 was discouraged because a dozen years' work had not resulted in a major conviction and because illegal practices in government, land sales, mortgage selling and racing were as rampant as ever. The system was simply too corrupt to right itself.

For example, he found that the Arizona Dog Racing Commission was so tightly controlled by unscrupulous gambling elements that it was impossible for a newcomer to obtain a license without a nod from those in control. Similarly, land fraud investigations were blocked at every turn.

His apparent ineffectuality had discouraged Bolles so deeply by 1975 that he asked to be taken off investigative reporting.

Yet after briefly covering Phoenix City Hall, he and another Republic reporter, Richard Morin, began unraveling a city sales tax scandal. Bolles simply could not leave investigating corruption alone.

Next Bolles revealed the circumstances under which the contract to operate the automobile emission testing program in the state was awarded. His articles on that subject brought demands for an investigation from both legislators and private citizens.

Wherever Bolles was on the job, one colleague commented, news seemed to turn up. The reason is that Bolles was not only more perceptive and could "smell" illegal activity, but he was unafraid to expose it.

"The fact of the matter," this colleague said, "is that the news was always there but it took someone with Don Bolles' skills to know it, ferret it out and report it."

Again, perhaps to give himself a rest—hospital officials after his demise said he suffered from meningitis—Bolles tried to forsake investigative reporting toward the end of 1975. His superiors obliged him. He was assigned to cover the affairs to the Arizona Senate meetings then in session.

While on this beat he wrote a story published in the January 25, 1976 Republic. Its lead read: "A Phoenix restaurant favored by many state officials also was frequented until recently by several individuals identified by Phoenix police as crime syndicate associates." The restaurant was the Blue Grotto, and Bolles went on to tell how Rep. James Dewberry, D-Tucson, had met some people at the Grotto and was subsequently rolled. It was hardly the kind of story the regular state house reporter would turn in.

In the spring Bolles covered the selection process of the delegates to the Democratic National Convention. He was to have accompanied the group to New York City in July of 1976.

But then he yielded again. Unable to quit sniffing the trail, Bolles on May 27, 1976 contacted Phillip E. Jones, from whom he hoped to learn details about a land fraud operation being investigated by a legislative committee.

Instead of obtaining such information he found out that not only had the report of this investigation been destroyed but also that the research division had subsequently been disbanded. Moreover, several division staff members had been fired in the course of a "reorganization." It became evident to Bolles that only persons high in the legislature could take steps at once protective of illegal actions and destructive of materials prepared at taxpayer expense.

According to Larry Kraftowitz, an investigator working for columnist Jack Anderson, the report had accused certain regulatory agencies of failing to cooperate with land fraud investigations. It also pointed an accusing finger at high state officials who regarded land frauds "with massive indifference," in Anderson's words.

Late in May 1976 a Phoenix businessman, Fred Porter Jr., called Bolles in frustration. Porter had in vain attempted to obtain a dog racing permit. It appeared, Porter told Bolles, that Emprise Corporation, a racing concession based in Buffalo, N.Y. and interested much more in profits than in ethics, controlled not only the Arizona Racing Commission but also some members of the legislature. Emprise operations became part of Ramcorp Metals after Em-

(Continued on page 32)

Four Associated Press staff writers have been selected for the Urban Affairs Team, which will report on functions and problems of city governments. They are: SAM BOYLE, New York general desk; LEE D. MITGANG, business news writer; DAVID M. TREADWELL, Madison, Wis., staffer and JONATHAN WOLMAN, Washington staff and former news editor in the Detroit bureau. Boyle will serve as team leader.

All will be detached from present assignments to begin a six-week seminar August 2 at Northwestern University arranged by the Medill School of Journalism and the Frank Gannett Urban Journalism Center.

* * *

MARILYN BERGER—named White House correspondent for NBC News. Before joining NBC in February, she was with the *Washington Post*, covering the State Department. Berger replaces TOM BROKAW, whose new assignment is co-host of the "Today" program.

* * *

DELL R. VAN ORDEN—appointed church news editor of the *Salt Lake City Deseret News*, succeeding J. MALAN HESLOP, who has been appointed associate managing editor.

* * *

CHRIS BEARD, former city circulation manager, *Springdale* (Ark.) *News*—named circulation manager, *Gainesville* (Texas) *Daily Register*.

Joe Rosenthal (left), Pulitzer Prize winning photographer of the flag-raising on Iwo Jima in World War II and now with the *San Francisco Chronicle*, received an honorary bachelor of arts degree in professional photography at ceremonies following his address to the Summer '76 class of Brooks Institute in Santa Barbara. President Ernest H. Brooks II made the presentation.

LEE A. GOULD—appointed Associated Press news editor in Miami, succeeding DICK CARELLI, who has been transferred to Washington.

Shenandoah Valley Television System Inc.

a division of Worrell Newspapers, Inc.

has purchased WHSV-TV (formerly WSVA-TV), Harrisonburg, Va. from

Gilmore Broadcasting Corporation

Kalamazoo, Michigan

for $3,250,000

The undersigned assisted both parties in this transaction.

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Newspeople

IN ITS RECENT COVERAGE OF THE SEXUAL INDISCRETIONS of Congressmen the press tested the First Amendment as far as it can go, according to RICHARD G. GRAY, director of the Indiana University School of Journalism. Speaking on the First Amendment and the mass media before a Mini University family educational program on the campus, Dr. Gray declared, "We've reached the point where any prostitute can open up her address book and make groundless accusations . . . You can move in an irresponsible way only so long." Gray said the press should use the First Amendment in a "fair, responsible, and accurate way."

* * *

IGNACIO E. LOZANO JR., publisher of the Los Angeles Spanish-language daily, *La Opinion*, will be nominated by President Ford to succeed JAMES F. CAMPBELL as ambassador to El Salvador. Campbell has resigned.

* * *

REG MURPHY, now editor of the San Francisco Examiner, was an early critic/watcher of Jimmy Carter, first as political editor and then as editor of the *Atlanta Constitution*. In a post-convention series of "Carter Up Close" pieces by family and others in the news, Newsweek ran comment from Murphy in which he recalled Carter's Georgia campaign of 1970: ". . . a relentless, hard-working, absolutely charming campaigner. I remember he used to say that he went into those little towns and he called on everybody except the sheriff, the banker and the newspapermen. He didn't want any support from any of those guys. And that's the way he ran that campaign; he identified the sheriff and the banker and the newspaperman as the evil guys in town and did it very successfully. It was as good and skillful a campaign as I've ever seen run in the South . . ."

* * *

AFTER BEING SCOLDED BY A MUSIC TEACHER who had hoped the *Battle Creek* (Mich.) *Enquirer and News* would publish the names of her students, the newspaper decided a little research project was in order.

The lady wrote in anger, "We would not have bothered your important paper if we had thought you would not have the time or space to print the names of the students who were in the recital . . ."

Such a letter, writes editor Watson Sims, may set an editor to thinking, or weeping, or both. "For one of the oldest adages of journalism is that names make news, and a newspaper that

in the news

does poorly on names should find some other name for itself."

How many names does the newspaper publish in an average week, wondered the editor. Executive secretary Becky Blackman provided the answer by sitting down and counting through June 20 to June 26 newspapers.

The total: 2,984 local and area persons—from a high of 606 on Sunday to a low of 223 names on Monday. For the week, the Enquirer published 40 births, 27 weddings and 34 deaths—but there were 242 survivors listed in the obituaries; 216 relatives or attendants in wedding stories. Add six 50th anniversaries and 84 divorces. Social activities of many kinds brought publication of 638 names, but 140 persons probably were not too pleased to be listed in the fire and police reports.

So far as they could find, Sims summarized, four of the 2,984 names contained errors and "those four readers are probably among the most disappointed readers in our audience . . . We'll try to do better next week."

* * *

A LETTER TO THE EDITOR of *Ford Times* got published in the July issue. It was all in praise of a 1966 T-Bird that had just gone over the 100,000-mile mark. "I don't think it has a spot of rust on it and has been painted only once, still has the original white top and 90 percent of everything inside also is original . . . The most interesting fact to me is that it has never left me on the highway anywhere and has been driven winter and summer in New England!," boasted the writer.

The letter was signed: Davis Taylor, Publisher, The Boston Globe.

—by Lenora Williamson

DAVE O'BRIAN—joined the *Boston Herald American* and *Sunday Herald Advertiser* as columnist. For the past three years he has been a staff writer for the *Boston Phoenix* with a weekly column on the Boston news media. He was with the *Boston Record American*, later the *Herald American* from 1969 to 1973.

* * *

ROBERT A. PIERCE, managing editor of *The State*, Columbia, S.C.—author of a new booklet for club publicity chairmen entitled, "How To Promote In Print." The book covers how organizations make news, how to get information, write news stories, deal with editors and plan publicity coverage. Publisher is Renaissance Enterprises, P. O. Box 13411, Columbia, S. C. 29202.

CRAIG KLUGMAN—moved from city editor of the *Chicago Sun-Times* to features editor of special sections and EARL MOSES, first assistant on the city desk, is new city editor. MARY DEDINSKY and TOM JONES are new assistant city editors. DAVID WILKINSON, assistant managing editor-features, was transferred to the news desk. MARGARET BALOUGH, copy editor, moved to assistant department head on the copy desk. TONY BURBA—to weekend news editor and CHARLES SWENINGSEN to the news desk from the Sunday department.

* * *

LARRY R. MARSHAK—from night sports editor to executive sports editor of the *Burlington* (Vt.) *Free Press*. He formerly was sports editor of the *Temple* (Tex.) *Telegram* and news editor of the *Carbondale* (Ill.) *Daily Egyptian*.

* * *

LOWELL JESSEN—retiring as editor of the *Turlock* (Calif.) *Journal*, ending a 53-year news career. He is stepping down because of ill health. Jessen was a co-founder of the Freedom of Information Center at the University of Missouri.

* * *

JOHN P. MARTIN—appointed general advertising manager of the *Passaic* (N.J.) *Herald-News*. Martin will be responsible for national advertising sales for the Herald-News, the *Daily Advance* and Drukker affiliate newspapers. He has been with the *Bridgewater* (N.J.) *Courier-News* for 23 years and in 1971 became retail advertising manager.

* * *

ROBERT G. JOHNSON—named internal auditor for Gannett Co., Inc. Johnson succeeds THOMAS R. MAGINN, who has been appointed controller of the Gannett-owned Fort Myers, Fla., *News-Press*.

* * *

OTIS HEADLEY, advertising director of the *Meridian* (Miss.) *Star* since 1967—to general manager of the *Vicksburg Evening Post*. Before joining the Star in 1962, he was on the local display staff of the *Birmingham News*.

* * *

TED BIEDRON, formerly classified ad manager of North Shore publications of Pioneer Press—to Lerner Newspapers as classified manager of the group's Chicago North Side

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JACK COOPER—named special projects editor in the *Wall Street Journal's* news department. For the past four years, Cooper has been responsible for editorial page features.

TOM BRAY, who succeeds Cooper as editorial features editor, joined the Journal in 1964 in Dallas. For the past four years, he has been Philadelphia bureau chief. Succeeding Bray in Philadelphia is Washington-based reporter WAYNE GREEN. Green, a law school graduate, has been covering the Supreme Court.

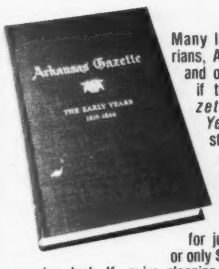
BARRY NEWMAN, reporter in the *Wall Street Journal's* New York bureau—named bureau chief of the Journal's Singapore office. He succeeds WILLIAM HARTLEY, who is returning to New York. Newman joined the Journal as a reporter in 1970 and Hartley started as a reporter in New York in 1963 and subsequently spent ten years overseas.

* * *

Appointments to three newly created positions have been announced by the *Centralia* (Wash.) *Daily Chronicle*.

They are: ARNOLD WALLSTROM, former advertising director of the *Seattle Post-Intelligencer*—to general sales manager. CHARLES WHITE, formerly with the *Pittsburgh Press* and the *Lincoln* (Neb.) *Star*—to director of administration. MRS. JERRE REDECKER, formerly with the *Federal Times*, Seattle—appointed copy editor. BOB WAYT—recently joined the Chronicle as wire editor.

People have asked. And the answer is "yes."



Many librarians, historians, Arkansas scholars and others have asked if the *Arkansas Gazette—The Early Years 1819-1866* is still available. Rest assured for you can still get Margaret Ross' history of the early Arkansas Gazette for just $8.00 by mail or only $7.50 at our public service desk. If you're planning to order by mail, simply fill out the attached coupon and send it with your check or money order to "The Early Years," Arkansas Gazette, P.O. Box 1821, Little Rock, Arkansas 72203.

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Please send me _____ copies of *Arkansas Gazette—The Early Years 1819-1866* at $8.00 each (including handling and postage). Enclosed is my check or money order payable to Arkansas Gazette Foundation for $ _____.

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Arkansas Gazette.

J-school program aims to improve business writing

By Jane Levere

"Economic reporters are highly accurate in reporting the latest economic statistics, but they have considerable difficulty in exploring beneath the surface and explaining their real meaning"—Secretary of the Treasury William Simon.

"My advice to the business community is to stop worrying . . . whether or not . . . members of the press are prejudiced . . . Let's realize that some of the reporting that gets our blood up is probably more muddled than it is malicious."—Bethlehem Steel President Frederic West, Jr.

Critical comments such as these are frequently proffered when the business community is asked to assess the performance of business and economic journalists.

But businessmen, who have traditionally maintained an adversary relationship with the press, are not the only critics of American economic reportage. Journalists themselves have also, as of late, come down hard on the shortcomings of their colleagues.

Media critic and author Edwin Diamond, for one, claims, "If newspapers put the energy, people and time that they put into the sports pages into the business pages, then we'll have a higher quality business section."

And Elie Abel, dean of the Columbia University School of Journalism in New York City, said recently, "In my judgment, the level of business and economic reporting in general circulation papers seems to be in need of upgrading."

Abel has done more than just gripe, however. The Columbia Journalism School, under his direction, is now sponsoring the Walter Bagehot Fellowship Program, open to all full-time print and electronic employees who cover economics or business, to improve the quality of this type of journalism.

Under the program, named after the 19th century English economic journalist, ten fellows spend one academic year at Columbia, taking four courses per semester, or a total of eight.

Six courses are selected independently by each fellow, according to his or her special interests, from Columbia's Business School, School of International Affairs, and graduate and under-graduate economics department.

The other two courses are halves of a two-semester seminar offered at the Journalism School. According to Soma Golden, on leave from the business section of the *New York Times* to direct this year's program, the seminar is aimed "to cover the fundamental things a business and economics reporter has to know." It features both academicians and businessmen, last year including William Franklin, "Outlook Editor" of *Business Week*; Otto Eckstein, member of the economics department of Harvard University and president of Data Resources, Inc.; and Irwin Kellner, vicepresident and economist of Manufacturers Hanover Trust Co.

Informal meetings

In addition to the classroom program, fellows participate in informal dinner meetings with business notables, many of whom are tapped from the New York business community. Last year's fellows dined, for example, with Paul Volcker, president of the Federal Reserve Bank of New York; Walter Wriston, chairman of First National City Bank; Harrison Goldin, comptroller of New York City; and James Needham, former chairman of the New York Stock Exchange.

Recipients of a Columbia University certificate at the end of the program, the fellows have no writing requirement because, says Golden, "they write all the time. They come here to learn something, to relax about their writing."

The program, now in its second year, is funded by the Alcoa Foundation, American Telephone & Telegraph Co., Citibank, Exxon Corp., General Electric Foundation, International Business Machines Corp., Mobile Foundation, Inc. and the Prudential Insurance Co. of America, which have all made a five-year commitment to Columbia.

With this support, the school can thus offer tuition-free studies and a $13,500 stipend to each fellow. Further financial assistance is obtained, in most cases, by the fellow's employer, who is asked to make up the difference between the stipend and the fellow's salary.

Columbia, these past two years, has picked fellows predominantly from the print media, a choice Abel says is no accident. "Newspapers on the whole are more seriously concerned with conveying (economic) information than the broadcast media tend to be."

And many of them are women, which Golden says is not deliberate. "We're not trying to make any specific number; these are just the best people."

This year's fellows, who will enter Columbia in September, include Terry Atlas, reporter, *Charlotte* (N.C.) *Observer;* David Cook, Washington correspondent for the *Christian Science Monitor;* Alan Gersten, business reporter, *Miami News;* Trudy Lieberman, consumer reporter, *Detroit Free Press;* and Andrew McGill, reporter-editor, *Miami Herald.*

What exactly does Columbia hope the fellows gain from their Bagehot experience?

"More smarts," says Golden. "They should be better able to evaluate news as it occurs. They should find ways to bring economic news into their paper, to look, for example, at a company's public statement and dig into it."

Abel believes the general public will benefit.

"The listening public will discover that news about the economy, business taxes, energy, housing, will be on the front page for a long time to come. To the extent that the journalist is better prepared, there will be a better informed public."

He also hopes the fellowship program will boost the status of business and economic writers. "It's as old as man, their low status. The stars don't go into it (business writing). You can't turn this situation around until you build respect for this specialization."

Jim Elsener, a 1975 fellow now back on the *Chicago Tribune,* offers what at present seems to be a reasonable assessment of these expectations.

"Since I got back I find it easy to pick up on things I had no idea of before I left, even things I didn't learn about specifically, because I picked up all that background.

"I returned (to the Tribune) idealistic. But with the daily deadline there's not always time for that."

•

Lang named prexy of newspaper group

John E. Lang, president of Hearst Advertising Service, Inc. has been elected president of national chapter of the Newspaper Advertising Sales Association.

Other officers elected were: Ted Rathbone of Landon Associates as executive vicepresident; Bob Lambert of Story & Kelly-Smith as vicepresident; Stuart Falk of the New York Times as secretary; and Howard Dreyer of Story & Kelly-Smith as treasurer.

Directors elected for two year terms included Dick Matula of Newhouse Newspapers and Dick Splittorf of Sawyer-Ferguson-Walker. Joe Buell of Million Market Newspapers was elected to a one year term as director and Lou Gold of the New York News was named to fill the second year of an unexpired term as director.

In addition to its national operation, the association maintains 10 major market chapters, each which has its own slate of officers.

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UPI goes all electronic for convention coverage

By Earl Wilken

Journalists have labeled the national political convention staged by the Democrats in New York City, July 12-15, the "suave copy convention". It will stand in contrast to the predicted "bluff copy convention", to be played out by the Republicans in Kansas City, August 16-20.

At the Democrat's national convention, United Press International processed and transmitted, for the first time by any wire service organization, copy by means of an all electronic system. Over 100,000 words a day of convention copy were created, edited and transmitted with electronic copy processing technology.

The system, with equipment estimated at over $500,000, was designed by Grant Dillman, Washington vicepresident and manager at UPI and William Barrett, assistant m.e. for administration.

The all electronic system performed with only minor problems,

Paul Eberhart, managing editor, said, one of the major benefits was the speed in processing and transmitting copy to newspapers in this country and abroad.

Benefits of new technology

Twenty-five percent more copy was moved with the new technology than during the 1972 national convention using non-electronic methods. Copy also did not stack-up after the daily sessions as in previous conventions and this year regional editors were able to complete assignments earlier.

In the press box, located on the platform, UPI had 4 video display terminals. The Felt Forum, part of Madison Square Garden, housed 28 VDT's and was the workroom for the 75 members of the UPI news staff. The majority of staff members were from the Washington bureau with other staff members coming from regional field offices. The New York City desk had 5 staff members covering crime, prostitution and demonstrations.

Video terminals were supplied by the Washington bureau and several other field bureaus since a number of VDT's were being used to cover the Montreal Olympic events. Barrett, who was in charge of convention logistics, said more VDT's were needed at peak hours. Four additional terminals will be available at the Republican convention for use during these periods.

The Kansas City configuration for handling copy will again be all electronic, however, minor changes will be made as a result of the July convention learning curve experience.

All writing reporters will be placed in a central area and 12 news staff members will be assigned to monitor the individual network and pool TV coverage.

Video terminals in the Felt Forum workroom were allocated as follows: 18 for reporters; 4 to the general desk; 4 to the re-write desk and 2 for the Convention News Service. The VDT model mix was 4 Harris 1100's; 3 Zentec and 25 Harris 1600's.

All the terminals were on/line to the UPI New York based computers via one dedicated line (9600 baud) out of the Felt Forum. UPI built its own communication facility and incorporated at TDM (time division multiplexer) in the network.

Transmission back-up was accomplished through a second dedicated line and an acoustic coupler transmission capability.

Copy for the national and international wires was filed direct while state and regional copy was filed back to the respective news centers and then to customers. Most of the copy editing was done at the general desk.

Lucien Carr, UPI night editor, handled copy for the DataNews (high speed) wire.

Information banks were also part of the UPI program. The Convention News Service provided basic data on delegates, state caucuses and general convention calendar information. Over 90 clients, all in New York City, subscribed to this wire service. An equal number have subscribed for the service at Kansas City.

UPI staff members were able to access a special information bank, for internal use only, that contained over 100,000 words of national political background material. Washington editors are the custodians of this information bank.

Eberhart, reflecting on the benefits of the all electronic convention system, said the speed factor will help accelerate the use of high-speed wire services by newspapers.

Grant Dillman, UPI Washington vicepresident and manager, reviews convention assignments with the staff members Sunday morning in the Felt Forum workroom.

•

Telegraph union/AP agree on new pact

Members of division 14 of the United Telegraph Workers have ratified a new three-year labor agreement with the Associated Press.

The new contract permits the AP to make reductions in its telegraphic and Wirephoto operating forces at a more rapid pace than in the past in order to accommodate new technology and automation.

Under the agreement, wages for top classifications within the union will increase approximately five per cent each year. Improvements in health, life insurance and pension plans were provided in addition.

The contract, to be effective retroactively to May 16, 1976, covers technicians and operating personnel in AP bureaus throughout the United States.

A Composition and Make-up Terminal (CAM), on which a newspaper page is laid out electronically, being demonstrated at the Gaithersburg, Md. test site of the Newspaper Systems Development Group. Left to right, NSDG general manager Dwight Brown; Bernard I. Witt, IBM project manager, seated; and NSDG technical manager James L. Jennings.

Pagination test

(Continued from page 20)

on an electronic screen. POD is a product of Autologic, Inc.

While the technical and test site units of NSDG are working with the hardware, they are sometimes interrupted by a telephone call from one of the 11-man Documentation, Training and Installation team back in Rockville, and a voice will say:

"On Page 432 of the IBM Functional Specifications, there are words I don't understand. Can you explain them to me?"

This is because the 11-man team is laboring on making it eventually possible for anyone on a newspaper to understand all the technology being developed. The job of this group has been to take 3500 pages of functional specifications, written in highly technical language, and translate it into a four-part manual of simple instruction and exposition that a copy boy can absorb.

The four divisions of the manual will be Production Control, News, Display Advertising, and Classified Advertising.

Richard Campbell, managing editor of the *Cleveland Press*, who has been working at NSDG for more than a year, ruefully shook his head when asked about the work by E&P. "I spent the first two and a half months doing nothing but reading those 3500 pages of specs," he said.

Since then, Campbell has been writing manual chapters on such abstruse subjects as Copy Origination and Revision, Copy Review and Selection, Copyfitting, Page Layout and Makeup.

Then there was Jerry Reichert, creative director of retail advertising at the Minneapolis Star and Tribune, who has been working at NSDG long enough to be a Maryland voter if he wished. Reichert said he has had to write such chapters as Ad Order Entry, Ad Markup Process, Supervisory Process, Display Ad Markup, Ad Page Layout and Ad Purge.

How much would it all cost for a newspaper to install the tomorrow equipment being developed at NSDG? There are too many variables to give a firm answer—size and idiosyncrasies of newspapers being what they are. To say two-and-a-half to three million dollars ought to be in the right ballpark, however.

It was suggested to NSDG general manager Brown that the work he's doing may well spell an end to the last conception of newspaper work as either romantic or adventurous.

"It's bound to change the personality of the typical newsman," E&P suggested.

"It already has," Brown said.

Washington publisher adds new weekly

The Chronicle, Inc., of Centralia-Chehalis, Washington has added another weekly to its stable.

As of May 1 the corporation assumed ownership of the *Kalama Bulletin*, a 900-circulation publication located on the Columbia River and I-5 south of Longview in Cowlitz County. The Bulletin has been printed at the Centralia plant, and its former owner, Grant Peterson, is continuing as editor.

The Chronicle recently hired Arnold Wallstrom, longtime Seattle daily newspaper adman, as general sales manager for all of its newspapers (which include weeklies at Edmonds, Lynwood and Woodland), and coming on board next week is Charles White, director of administration. Both are new positions.

Wallstrom was formerly ad director at the *Post-Intelligencer*, and recently headed up the commercial printing operation of the *Eugene Register-Guard*. His responsibilities will include both advertising and circulation sales.

White has been with the agency corporation publishing the *Lincoln* (Neb.) *Journal* and *Star*.

•

Waste paper compactor put into operation

The *Fort Myers* (Fla.) *News-Press* has purchased a compactor-baler for $3,995 and expects to justify the cost in about three months.

The compactor-baler will be used to start packaging waste paper for recycling for almost all paper products, including all returns and overprints, white paper, brown wrapper paper, and office waste paper. These will be sorted, baled, banded onto skids, and sold to a Tampa paper company.

Approximately 40,000 pounds of paper will be handled every two weeks.

Atlanta Press prints 63 page trial edition

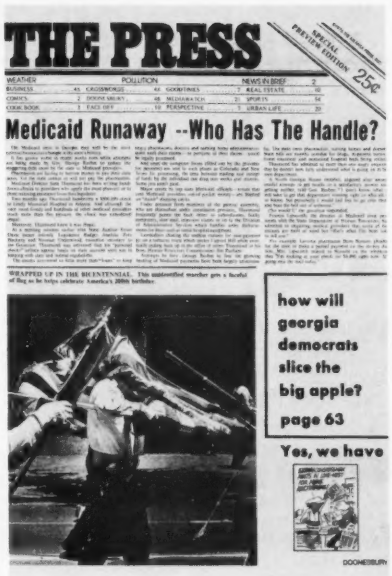
The Atlanta Press, the new daily newspaper set to begin regular publication on Labor Day, recently came out on schedule with its trial issue. Some 80,000 copies of the 63 page edition were distributed to Atlanta readers on July 4.

Meanwhile, Timothy Jones, publisher of the Press, said he has abandoned plans to issue a plastic "press card" (E&P, April 24) that can be used by subscribers to open his paper's newsracks to be situated around the city.

Jones said he has decided against the novel idea primarily because of monetary considerations, but still plans to offer a "press card" as a subscription inducement.

Instead of using the plastic card to insert into the newsracks to open them, subscribers will be issued a key along with their press card. The key will be used to open the newsracks, while the press card will be used to obtain a paper at any one of some 200 Magic Market convenience stores throughout Atlanta. Only holders of the card or key will be able to obtain copies of the Atlanta Press.

The limit on distribution initially is to keep overhead down, however, Jones


THE PRESS

SPECIAL PREVIEW EDITION 25¢

Medicaid Runaway --Who Has The Handle?

how will georgia democrats slice the big apple? page 63

Yes, we have

DOONESBURY

has told E&P that he is considering going with door to door distribution perhaps sooner than he originally expected.

The new version of the press card will not only enable subscribers to obtain copies of the paper, but will also be used to gain discounts to various recreational activities, sporting events and restaurants, according to Jones. He said he is now in the process of working out arrangements with various Atlanta businesses.

"We want to make the Atlanta Press a newspaper a reader can actually belong to," said Jones. "We want to build up a loyal readership by making the readers feel like we are doing something for them," he said.

Jones said he abandoned the idea of a plastic press card for two reasons—both financial. He said the newsracks would cost about $15 more apiece if they were made to accommodate the card and also the cards would wear out after a short period of time necessitating the issuance of new cards to each subscriber at a cost to be absorbed by the paper.

Jones said he has contracted with Reuters Limited, the Washington Post Writers Group and UPI Feature Syndicate and is also planning to contract with UPI wire service.

•

Student ad agency opens Atlanta office

CASS Student Advertising, Inc., in order to better serve advertisers and agencies in the Southeastern part of the United States, has opened an office in Atlanta.

The new location is at 100 Colony Square, Suite 601 in Atlanta and the phone number is 404-892-4747. Raju Kotak is the Southeastern Sales Manager.

With Harris you've got it made, both ways.

We're talking about our double-ender press, which means you can run two completely independent jobs at different speeds on the same press at the same time.

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At Harris, we call this full flexibility. And it's available with our V-15A and V-25 tubular and our N-845 semi-cylindrical single-width presses. Each is designed to meet specific production speed and paging requirements.

For full details, write Harris Corporation, Web Press Division, Mechanic Street, Westerly, Rhode Island 02891.

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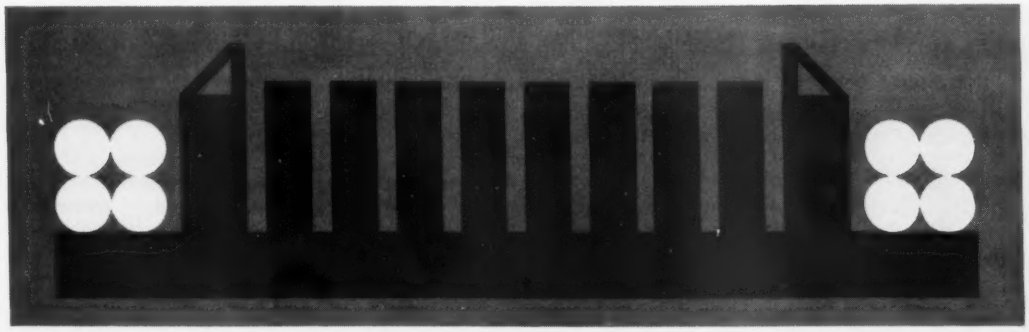

Martyrs-Bolles

(Continued from page 23)

prise ran into legal problems that were fought all the way to the U.S. Supreme Court.

Bolles told Porter that he no longer did investigative reporting. However, Bolles suggested that Porter testify before the legislative committee seeking information on illegal gambling and racing activities in the state.

The committee was to hear Porter on the morning of June 2, 1976—the day yet-unknown elements tried to have Bolles killed. Porter showed up to testify but was not called, possibly for lack of time, but more likely because his testimony would have shed light on Emprise's influence in Arizona.

At the end of the session, according to Kraftowitz, Bolles told Porter, "I'm going to wash my hands of this whole thing. . . . Emprise has been running the Racing Commission and the legislature for years, and I'm fed up."

When Porter tried to change Bolles' mind, Bolles told him he had an 11:15 a.m. appointment to keep and simply could not help him any more. Porter was found three days later nearly dead from two blows inflicted with a length of pipe. Bolles by that time was fatally injured.

At about 11 a.m. on June 2 Bolles was on his way to Clarendon House Hotel where, so a telephone call had promised, information of interest to him could be obtained. The call had been made by one John Harvey Adamson, 32, a tow-truck operator who promised to tell him about land deals involving an Arizona legislator, Rep. Sam Steiger, and Barry Goldwater. The two names had previously cropped up in 1971-72 land fraud investigations because letters on their stationery had endorsed sales of Chino Valley Ranchettes, which were illegally offered to servicemen abroad. Steiger, also, is head of the House Select Committee on Organized Crime.

Bolles had written about land swindles for years, and although he had named names and detailed illegal acts, his labor had borne little fruit. During countless tedious and probably dangerous hours Bolles had ferreted out information that showed how unscrupulous land sales agents and accomplices posing as buyers had shared dishonestly "earned" commissions. He had also exposed other varieties of land fraud, such as the sale, or use as collateral, of near-worthless mortgage papers.

Thus, the bait—that Adamson had information linking questionable land sale practices to Steiger, Goldwater and another GOP figure—was believable enough. To be sure, Bolles was skeptical of Adamson's offer, but, as he told colleagues, he felt the tip needed to be checked out.

Upon Bolles' arrival at the Clarendon House Hotel, he was paged to take a phone call. While on the phone, someone attached a magnetic bomb to the underside of the driver's seat floorboard on his Datsun station wagon. It is not known to whom he spoke on the phone or even whether he reached anyone. Possibly the person at the other end told him where to go next.

At any rate, after he reentered his car at 11:42 a.m. and began to back from his parking space, the bomb was detonated by electronic remote control by way of a near-by transmitter.

The blast did not kill Bolles. Even before he was rushed into emergency surgery at St. Joseph's Hospital, Bolles managed to tell medical personnel that he was working on a story about the Mafia. "They got me," he said, adding, "Adamson set me up."

At a June 21 preliminary hearing Adamson expressed surprise that the bomb had not killed Bolles outright. He also said he had received $10,000 to plant the bomb.

"That was a hell of a charge under that car," John Adamson was quoted as saying. "I can't understand how that man lived."

At the hearing Adamson's partner in a greyhound racing enterprise, ex-convict Robert Lettiere, testified he saw dynamite in Adamson's store room six months ago. On May 28, Lettiere testified, upon being promised immunity from prosecution, that Adamson had told him he was going to blow up a car. May 28 was also the day Bolles had breakfast with Porter and encouraged him to testify before the legislative committee concerning his inability to obtain a dog racing license. However, there may be no connection.

When police checked Adamson's apartment, they found a variety of bomb-making materials.

Adamson's girl friend, Gail Owens, 30, who also testified at the June 21 preliminary hearing, told the judge that she and Adamson had gone to San Diego on April 20. There at a hobby shop Adamson bought a radio control device for operating a model air plane.

According to police, the bomb under Bolles' car was detonated by a signal emitted from such a transmitter, probably sent by a person behind a window of a nearby building with a view of the parking lot.

The $10,000 Adamson told police he was paid appears to have come from Colorado River land developer Max Dunlap and millionaire Kemper Marley, a long-time friend and associate of Dunlap's. Marley, 70, is a former state official and has been the subject of several investigative stories authored by Bolles.

Dunlap has told police he delivered $5,000 to $6,000 to Adamson on June 10 after depositing $5,000 in Adamson's account the day before. He also said that the first amount came from an unidentified man who visited his home and told him it was from attorney Neal Roberts. The deposited money came from Marley and was intended for "machinery repairs," Dunlap said.

Roberts has identified himself as a friend of Adamson and provided an alibi for him, saying that Adamson was in his office moments before the bomb exploded under Bolles' car. The attorney, an associate of the man *Time* magazine has called "the so-called 'Godfather' of Arizona land fraud schemes," promoter Ned Warren, also arranged for Adamson to leave Phoenix by air 12 hours after Bolles' car was bombed. Roberts' lawyer John J. Flynn on June 25 by letter informed authorities that Roberts desired to take a lie detector test, a request that was denied.

Roberts volunteered to take the test "concerning any alleged involvement that he may have in the death or planning the death" of Bolles, according to the letter.

Why was Bolles killed? Was he hated or feared or both? There is the possibility that he had new information so damaging to influential people that they bought his death, knowing full well that killing Bolles might lead to investigation that could turn up considerable muck. That is, he may have been feared as an immediate threat to be silenced regardless of consequences.

The presence in Phoenix of mobsters such as Joe Bonnano Sr.—not to mention Peter Licavoli in Tuscon—indicates that a branch of the Mafia may have been behind Bolles' murder. According to TIME magazine, Bolles' last words were "Mafia . . . Emprise . . . They finally got me . . . John Adamson, find him." However, it is more likely that powerful and unscrupulous real estate promoters and/or racing operators and their lawyer cohorts arranged Bolles' assassination.

Nor was Bolles' death an isolated incident. Since 1970 a dozen persons about to testify in land fraud scandal hearings were murdered before they could tell what they knew.

Services for Don Bolles were held on June 16 at the Church of the Beatitudes, where he was a member, in Phoenix. A Congregational minister officiated, and Bolles was then cremated.

(This concludes a series of articles on the seven newsmen who have lost their lives defending freedom of the press causes. The series, which began with the June 19 issue of EDITOR & PUBLISHER, was researched and written by Harvey Saalberg, professor and head of the Angelo State University's journalism department in San Angelo, Texas.)

Circulation promotion

By George Wilt

Selling the Times

The first to spot the slogan were the visitors. They came to New York for the Bicentennial, including Operation Sail, and then for the Democratic National Convention.

They saw a slogan emblazoned on young people, on balloons, on shopping bags. It read, "Nobody does it like the *New York Times*."

A team of fifty young people, recruited by Marjorie W. Longley, assistant to the director of consumer marketing of the Times (who coincidentally administers Times college and school programs), were all over New York's midtown area during the Op-Sail/convention period.

Wearing straw hats and Times' printer's aprons, they handed out plastic shopping bags to convention delegates and tourists, answered questions, and made life generally more pleasant for the strangers they met. But handing out shopping bags was only part of their job. Their major assignment was to prove that "nobody does it like the Times."

Began a year ago

The "job" began more than a year ago, when Donald Nizen, Times Consumer marketing vicepresident, reorganized the circulation department, expanded circulation promotion, and strengthened communication between sales and editorial people.

The Convention activity began late in June when the fifty young people took to the streets in their straw hats to sell the Times up and down Fifth Avenue, near Rockefeller Center, around the rail and bus terminals. They were trained for the job by Robert D. Nelson, sales development manager, who passed along ideas developed in another Times program that placed street sales people near express bus stops and key subway stations. That program kept Times copies available to commuters with no easy access to newsstands. The pre-convention street sales effort was designed to reach tourists, shoppers and others, and to train the salespeople for the big effort that began with the July 4th weekend and Operation Sail.

Under the direction of Street Sales Manager Paul Scully and assistant Caesar Chiaia, street sales people helped establish a new record sale for the WEEKEND edition of Friday, July 2. The issue was completely sold out, with total sales exceeding a Friday before a long weekend by 65,000 copies.

Over the long weekend, the young Times representatives, by now a familiar part of the New York scene, fanned out in lower Manhattan to sell copies of the Sunday Times to people waiting to watch the tall ships.

Meanwhile, representatives of the July Fourth in Old New York committee, handed out 100,000 reprints of a map of the area that had appeared in WEEKEND on Friday.

During the following week, Mrs. Longley gave the street sales people buttons that said, "Who knows New York? The New York Times." The sales people also helium-filled balloons that increased their visibility.

Touch up newsstands

During the week preceding the Convention, several of the sales people who are also art students, redecorated midtown newsstands in the midtown area. The red, white and blue stripes they added encouraged some newsdealers to add their own touches. Mrs. Longley's pre-convention activity also included adding a copy of the Times' Bicentennial Magazine to delegates' welcoming kits, and giving Times straw hats to 1,000 New York taxi drivers.

Arriving delegates were met at the city's airports and train stations by the young Times reps, then met them again at information booths in the hotels and at Madison Square Garden. Selling activity continued every morning all week, and was expanded to include brisk sales at night outside the Garden and midtown hotels.

With several weeks experience, the sales effort was a smooth success. Circulation manager James R. Dolan and a team of circulation roadmen kept copies moving to key spots by using walkie-talkies for instant communication.

The New York Convention and Visitors Bureau, among others, distributed reprints of the entire WEEKEND Section of July 9, containing basic information to help delegates enjoy the city. In some cases, entire delegations requested copies. The reprint contained an ad for the "Times Convention Six-Pack" offering issues of the Times issued during Convention Week. (The six-pack will also be offered during the Republican National Convention, and sent to delegates' homes as a souvenir that doesn't have to be carried home.)

On the day the convention in New York concluded, delegates were presented with a special 36-page supplement containing reprints of Times front-page reports on 125 years of Presidential elections. Attached was a note: "Hope you enjoyed it! Please Come Back! The New York Times."

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Improving visual news report is readership key, says Costa

By Lenora Williamson

It is to the visual medium that the communications industry must look for any major improvement in competing more effectively for readership, Joseph Costa told the 30th anniversary convention of the National Press Photographers Association in Atlanta.

The founder and first president of the photographers' association pointed out that responsibility for picture presentation of news is in the hands of editors whose training and experience is in the field of *word reporting*.

"Surely," Costa declared in his anniversary address to the Sprague Awards Banquet, "the one viable way to improve the end product is by the greatest possible improvement in the visual report—and by its perfect marriage to the word report.

Costa

"This is just as true of the electronic as it is of the print media."

When the association was founded, press photographers were relative newcomers to the world of journalism, Costa said. "Their acceptance was something less than wholehearted . . . We recognized that much of the criticism leveled at press photographers was deserved.

"Many of them dressed sloppily (some still do, I might mention), so that they were looked down upon by reporters and editors and the people they photographed . . . The only art photographers were interested in learning was the art of self-preservation . . . so there were good reasons for starting a professional society such as NPPA."

Costa had one negative comment in reviewing the professional and educational pioneering activities of NPPA: "For the past 20 years we have placed so much emphasis on spontaneity in pictures, on picture content alone, without placing equal emphasis on technique, that today we have too many photographers who do not have a true professional's appreciation of picture quality. It is like the 'Johnny can't read' syndrome in word expression."

Costa asked that future educational programs stress good working knowledge of "complete photographer" techniques.

During the report sessions, education chairman Cornelius Keyes of Arizona State University, called for expanded educational programs at the annual convention. The education seminar presently is confined to one day.

Brian Lanker, currently holder of the Newspaper Photographer of the Year title for the second time (he won in 1971 as a 23-year-old staffer for the *Topeka* (Kan.) *Capitol- Journal,*) came from the *Eugene* (Ore.) *Register-Guard* where he is director of photography, to speak for the education seminar.

Lanker, who also won a Pulitzer Prize for his photo-story "Moment of Birth" in 1973, said of his five years under "enlightened dictatorship" of photography director Rich Clarkson at Topeka, "I wish I had listened better and not fought as much in the early days." Since moving to Eugene, he has a different perspective in motivating other photographers to relate to their jobs.

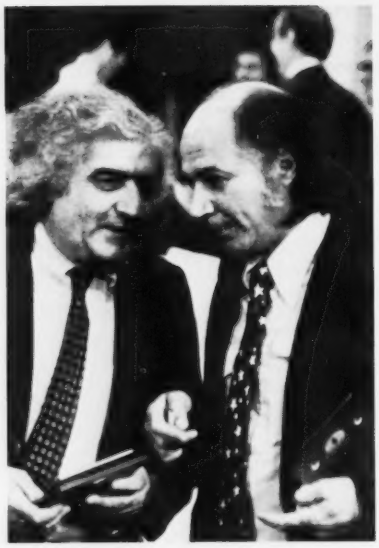
The Eugene-Guard wanted to move from its "mug shot approach" when Lanker accepted the job there. "We have scratched the surface," he said—an understatement evidenced by contrasting page slides shown of earlier front pages. Now editors and readers want exciting, local visual presentation, Lanker added.

Opening the education program theme of "understanding and motivation" was Bob Knight, head basketball coach of the championship Indiana University Hoosiers, who commented "Everybody wants to win a Pulitzer; everybody wants to do the best he can. But the trick is getting people to realize what their best is."

Barry Switzer, head football coach of the Oklahoma Sooners, followed Knight in discussing motivation. "Everyone believes in instant success," he said, referring to million dollar contracts for teenage athletes. "These things corrupted the youth of our country," lamented the coach who went off to the University of Arkansas as a student with his worldly possessions packed in a cardboard box.

Another seminar speaker was Bob Schulman, *Louisville Times* media critic, discussing issues involved in the Louisville media guidelines for coverage of last year's school busing crisis. Schulman said that one initial problem was that both the court and the school board and the general public had so little knowledge of how the media go about covering the news.

Retiring president Rich Clarkson, presiding for the business sessions, said that photographers have a credibility they have never had before and termed



Photographers Cornell Capa (left) and Eddie Adams exchange congratulations after they each received one of the Joseph A. Sprague Memorial Awards, the highest honors given during the National Press Photographers Association convention in Atlanta. Capa is founder of the International Center of Photography, New York, and Adams, a former Associated Press photographer, is with Time Magazine. (Photo by Joseph Young, Indianapolis News)

that one of the real achievements in recent years through NPPA educational and professional programs. Clarkson declared, as did Joseph Costa, that trends in readership now favor the photojournalist more than ever before.

Clarkson said that the revised code of ethics adopted during the directors' meetings with brief discussion "painted with a broad brush." Costa and Barry Sweet (Associated Press, Seattle and Jack Corn, *Nashville Tennessean,* served on the revision committee.

Reported at an all-time high is sustaining membership in the association of 42 newspapers, television stations and wire services. They contributed dues of $5,525, all of which goes exclusively to the association's educational programs.

Two years after Troy, Michigan convention arguments over commercial and non-media related sponsorship of annual convention outings, cocktail parties, and meals, it was announced that this year's convention was almost paying for itself under by-law restrictions adopted last year.

The board of directors, composed of officers of the various regions and chapters, refused to raise membership dues and subsequently performed an extensive operation on a proposed budget for the new year with an ease that might have been a lesson to some of the business folk back home.

(E & P carried an earlier report of the convention in the July 10 issue.)

Syndicates

By Lenora Williamson

Feature service ends

The board of directors of Metro Sunday Newspapers has terminated its editorial service for about 15 subscribers with the final mailing of articles and pictures July 23. The action had been under consideration for some time, according to Frederic F. McCoy, secretary-treasurer, due to increased costs.

It is understood that the decision to end the editorial package—which usually included 7 articles and photographs—also came now, in part, due to the recent death of the editorial director, Don Feitel.

The service started in 1949; and since the editorial material was from freelancers, only two other employees are involved and one is staying on in a different job. The service bought rights to the material for a limited time period.

* * *

Jack Anderson, whose column is distributed by United Feature Syndicate, has received the Lincoln Steffens Award of the International Platform Association.

The award goes to the journalist who "exercised the most influence through the newspapers and over the airways" during the year.

The association dates from Daniel Webster's Lyceum and is the professional group connected with the $2 billion U.S. lecture circuit. The award to Anderson was made during the annual convention in Washington July 30.

* * *

The Chicago Tribune-New York News Syndicate is introducing a new comic strip on Labor Day, September 6, with two of the leading characters blue-collar workers in a middle America scene.

The strip, titled "Motley's Crew," stars Mike Motley, his family and his neighbors, the Earl Bakers, and is the work of Ben Templeton and Tom Forman. Both are West Coasters—Templeton, the cartoonist and Forman, the word man.

The strip is designed for character identification and humor and includes social commentary, sports, and family situation elements. It's daily and Sunday and has already been taken by a number of major papers including the *Chicago Tribune, New York News, Los Angeles Times, Seattle Times, Detroit Free Press, St. Louis Globe- Democrat, Phoenix Republic* and *Oklahoma City Oklahoman.*

* * *

The Register and Tribune Syndicate is offering a 6-part series on the metric system for use in color comic sections with a metric converter offer for readers.

Dennis R. Allen terms the Sunday illustrated series approach to the metric conversion "self liquidating" in that newspapers get a rebate of 15 cents for each $1. metric converter ordered through the paper. Most newspapers will time the series with the beginning of the new school year.

* * *

David W. Andersen of Charleston, West Virginia won top national prize of $1,776 in the "My Message to America" contest held by *The World Almanc* and its 115 co-sponsoring United States newspapers. The contest gave newspaper readers a chance to express their feelings during the Bicentennial year.

The second place award of $776 went to Mrs. Doris Bogard of Savannah, Georgia and third prize of $176 to James M. Shaw, Detroit.

Newspapers judged local entries and forwarded their first place winners to the Almanac's New York office, where the national winners were chosen.

Andersen, a program specialist in the Division of Social Services, West Virginia Department of Welfare, based his essay on, "a spirit called America, our greatest heritage and the most unique quality we will pass to future generations."

All three winners previously were awarded Bicentennial collections of history books by The World Almanac through their local newspapers, the *Charleston Gazette, Savannah News-Press* and *Detroit News.*

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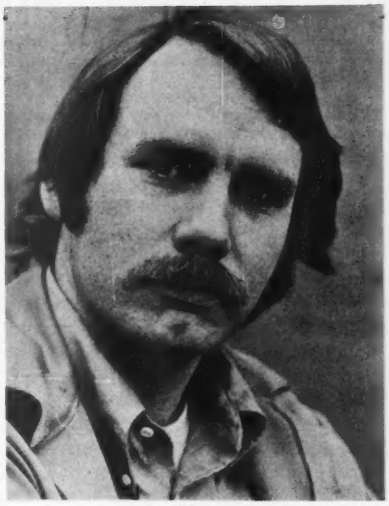
Reuters appointments

Reuters has announced that Michael E. Nelson, general manager, and Glen Renfrew, manager North America and deputy general manager, have been appointed executive directors of the company. Nelson and Renfrew also become joint deputy managing directors. The managing director is Gerald Long.

Nelson, who joined Reuters in 1952, was appointed manager of Reuters Economic Services in 1962 and became general manager last January.

Renfrew, who also joined the company in 1952, took charge of computer operations of Reuters Economic Services in 1964 and became manager for North America in 1970 and subsequently deputy general manager.

After the recent annual meeting, C.N.D. Cole, chairman of the Press Association, Britain's domestic news agency, and managing director of Thomson Regional Newspapers Limited, joined the board of Reuters in place of J.S. Wallwork, managing director of Northcliffe Newspapers Group Ltd., retired by rotation. The Hon. Vere Harmsworth, chairman of Associated Newspapers Ltd., was reappointed to a three-year term as director.



Tim Menees

Tim Menees, who created the nationally syndicated comic strip "Wordsmith" while an action-line reporter for the *Seattle Post-Intelligencer,* moved this week to the staff of the *Pittsburgh Post-Gazette* as an editorial cartoonist.

Menees will draw three editorial cartoons a week, sharing the assignment with the dean of editorial cartoonists, Cy Hungerford, who has been with the Post-Gazette since 1927. Hungerford will also do three cartoons a week.

The cartoonist, 32, joined the Post-Intelligencer as a general assignment reporter in 1972 after five and one-half years as an Air Force officer. A native of Seattle, he is a graduate of the University of Washington and worked on the campus newspaper as a cartoonist.

He was handling the newspaper's action line column when he got into editorial cartooning and won the 1974 Newspaper Publishers Association first prize for weekly editorial cartoons.

That Fall he was thinking about a comic strip with a newspaper background, titling it "30"—and the Post-Intelligencer launched the strip. The cartoonist sent off some submissions to Universal Press Syndicate in Mission, Kansas.

Journalism humor

The strip made an immediate impression with executives there. The original strip was oriented toward in-humor familiar to journalists. For syndication, emphasis was shifted to a broader appeal and the reporter "Elliott Wordsmith" became the title character. Part of the appeal, Menees said at the time, was that "30" was considered a satire of the news media.

When UPS started national syndication last January, Menees took a leave from the Post-Intelligencer to concentrate on the strip work.

"Wordsmith" runs in the Pittsburgh Post-Gazette.

Court upholds W. Virginia reporters' refusal to testify

Contempt-of-court citations against Andrew Gallagher and Rick Steelhammer, reporters for the *Charleston Gazette*, were vacated July 23 by the United States Court of Appeals for the Fourth Circuit, Richmond, Va.

The appeals court upheld their right to refuse to testify in a West Virginia court proceeding. The court said it was not according any broad privilege, absolute or qualified, that might be used to guide newsmen in the future, indicating the decision was made because the information newsmen declined to give could have been obtained from other persons.

Gallagher and Steelhammer had attended a meeting of strikers while covering a wildcat coal mine strike that affected a half-dozen Appalachian states last August and September. They were subpoenaed by the Kanawha Coal Operators Association to testify against two of the striking miners. When they refused to testify, Federal District Judge Kenneth K. Hall cited them for contempt and ordered them jailed. They were released on bond a few hours later. In another hearing Judge Hall offered to drop the contempt charges if the two would testify in the future if called upon. They remained silent a second time and filed an appeal.

The newsmen contend their testimony would make them spies for the coal industry. They said that if they testified, their news sources would quickly vanish.

A reporter's testimony should not be compelled, they argued, "unless the subpoenaing party first exhausts alternate available sources, shows the relevance of the testimony he seeks to elicit, and establishes a compelling state interest in such testimony which outweighs the news reporter's First Amendment privilege to gather and report the news."

Its review indicate, said the appeals court, that Judge Hall had been "sensitively solicitous of the reporters' claims" and sought to "accord them leniency in their predicament." The Court said it believed the reporters' action was not "defiance of authority but rather a steadfast fidelity to a precept of their profession. Our decision is by way of accommodation of the two conflicting persuasions."

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Lee Enterprises buys Kansas City newspaper

Lee Enterprises, Inc. has purchased the *Kansas City* (Kans.) *Kansan* from Stauffer Publications, effective August 1.

Wayne Schile, general manager of the Lee-owned newspaper, the *Racine* (Wisc.) *Journal-Times*, will become publisher of the newly acquire paper.

ANPA forms new liaison committee

Membership of a new Press-Bar Relations Committee of the American Newspaper Publishers Association was announced last week by ANPA Chairman Joe D. Smith, Jr., publisher of the *Alexandria* (La.) *Daily Town Talk*.

Committee chairman is Ashton Phelps, publisher of the *New Orleans Times-Picayune and States-Item*. Members are: J. Hart Clinton, publisher and editor, *San Mateo* (Calif.) *Times and News Leader;* James C. Goodale, executive vice president, the New York Times Company; Robert C. Lobdell, vice president and general counsel, Times-Mirror Company, Los Angeles; Douglas C. McCorkindale, vice president, general counsel and secretary, Gannett Co., Inc., Rochester, N.Y.; Joe R. Seacrest, publisher, State Journal Co. and managing editor, *Lincoln* (Neb.) *Journal;* Dale R. Spencer, professor University of Missouri School of Journalism; Robert M. White II, publisher and editor, *Mexico* (Mo.) *Ledger*.

Some committee functions will be to: monitor developments among newspapers, bar associations and the judiciary, and to alert the ANPA Board and management on matters which adversely affect the Constitutional guarantee of a free press. Also to establish and maintain relations with the bar and the judiciary for better mutual understanding.

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FREE LISTING in 1977 *Cartoonists/Gagwriters Director* (cartoonists may send samples for offset section). Publication date, August 31 for $6/copy. FUNNY PAPERS, 2840 W. 59th St., Chicago, Ill. 60629.

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All company benefits. Excellent starting salary. Box 1405, Editor & Publisher.

CIRCULATION SALES AND PROMOTION MANAGER needed for expanding group of controlled newspapers in San Francisco area. Candidate should be innovative and experienced in Circulation sales and carrier training. We need an aggressive shirt-sleeve manager who can build paid circulation. Must be capable of relating to carriers and District Managers. Artistic talent and imagination helpful. Excellent salary and fringe benefits. Good opportunity for advancement for right individual. Part of a progressive newspaper chain—Harte-Hanks Newspapers. Report to Circulation Director. Reply to:
Michael Lynch, Circulation Director
The Progress Newspapers
851 Howard St.
San Francisco, Ca. 94103

CLASSIFIED ADVERTISING

SOUTH JERSEY'S LARGEST daily morning newspaper has opening for classified phone room supervisor. General classified advertising experience required, including soliciting and servicing accounts. Must be natural leader and eager to tackle fast-paced, busy office. Good salary and company benefits. Submit resume to David E. Parton, Advertising Director, The Press and Sunday Press, 1900 Atlantic Ave., Atlantic City, N.J. 08404.

CLASSIFIED MANAGER to handle 7-day AM growing operation, must be promotion minded and able to lead group. Must speak Spanish fluently. Give all details, salary, experience, references, etc. in confidence. Box 1247, Editor & Publisher.

ASSISTANT CLASSIFIED MANAGER

Growth opportunity for a person with classified management background. Should be strong on staff leadership, sales management and should have a working knowledge of today's technology. Send resume including salary requirements to Paul Delorey, Classified Manager, The Patriot Ledger, 13 Temple St., Quincy, Mass. 02169. The Patriot Ledger is approximately 75,000 circulation afternoon daily serving 30 communities immediately South of Boston.

SALES MANAGER—CLASSIFIED

Zone 2 metro daily seeks experienced, innovative, aggressive person to assist classified manager in highly competitive market. Phone room and outside sales responsibilities. Right person can become classified manager within 2 years. Write details of background to Box 1415, Editor & Publisher.

DISPLAY ADVERTISING

ADVERTISING SALESPERSON for 60,000 New Jersey daily. Experience preferred but will consider qualified candidate with degree. Good salary, benefits, opportunity to grow. Send resume to Box 1311, Editor & Publisher.

AD MANAGER who has ideas and desires to grow with group of weeklies and shoppers. Must be able to sell major accounts and motivate staff. Salary and bonus. Send resume to C. H. Grose, Journal Newspapers, 72 W. High St., Ballston Spa, N.Y. 12020.

HELP WANTED

DISPLAY ADVERTISING

ENTERTAINMENT SALES SPECIALIST. East's largest twice-weekly, 183,000 circulation serving eastern half of Long Island, has unusually rewarding opportunity for entertainment salesperson who also writes column. Must have solid experience and ability to sell $200,000/year minimum. Salary + commission. Norm Hirsch, Suffolk Life Newspapers, Westhampton, N.Y. 11977.

MOVE UP NOW—Twin weeklies in Zone 5 seeking a working assistant display advertising manager who will also double as classified manager for both publications. The individual we are seeking is now a top producing salesman looking for an opportunity to move into management. Job will require direct supervision of 3-person sales staff. Excellent potential for growth-oriented person. Reply in confidence to Box 1306, Editor & Publisher.

WE HAVE AN IMMEDIATE OPENING for an experienced, successful display advertising manager who has a proven track record for a small but growing afternoon daily in northern Illinois. Applicant must be energetic self-starter who can lead and motivate. Applicant will be expected to out perform all past records. We have an expanding market area, we want professional leadership to assure maximum growth. Good salary and commission plan, excellent fringe benefits. Send your resume in strict confidence to Thomas D. Shaw, Dixon Evening Telegraph, 113 Peoria Ave., Dixon, Ill. 61021.

AGGRESSIVE, PROMOTIONAL-MINDED working advertising manager for 3000 Anacortes weekly. Northwest Pacific Puget Sound, area 9. Must be able to relocate immediately. Call General Manager, (206) 424-3251, or send resume to P.O. Box 578, Mt. Vernon, Wash. 98273.

ADVERTISING SALES MANAGER

Successful South Florida suburban newspaper is seeking an innovative, creative sales manager for South Florida twice-weekly. Excellent opportunity for growth and advancement. Send resume in confidence to F. J. Brillante, Knight-Ridder Newspapers, Florida Suburban Division, 1 Herald Plaza, Miami, Fla. 33101.

EXPERIENCED in newspaper advertising sales for now suburban weekly in large North Florida city. Opportunities unlimited. State complete qualifications and salary expected. Box 1379, Editor & Publisher.

ADVERTISING SALESPERSON needed for large Florida weekly. Excellent opportunity for growth within group. Send resume or letter including salary history in complete confidence to Box 1373, Editor & Publisher.

DUE TO RETIREMENTS, we're seeking an advertising manager and a salesperson. Congenial surroundings, well equipped offset plant, city of 18,000, near mountains, ocean. Applicants must be experienced, aggressive. Tell all first letter to Les Hayes, General Manager, Daily Tribune, Madera, Calif. 93637.

STYMIED in your present position? The Dixon (Ill.) Evening Telegraph, an 11,500 6-day daily paper, has an immediate opening for a "strong" salesperson who for reasons beyond their control is not moving up the ladder. Position will require dedicated person willing to put in the time and effort to get the job done. We are an affiliate of Shaw Newspapers, Publishers of 7 newspapers in Illinois and Iowa. Remuneration will be in form of salary and commission commensurate with ability and experience. We offer all standard fringe benefits plus profit sharing. Write Thomas D. Shaw, General Manager, Dixon Evening Telegraph, 113 Peoria Ave., Dixon, Ill. 61021.

EXPERIENCED ADVERTISING MANAGER for small South Florida daily newspaper. Applicant should be well versed in all phases of the department including classified. Send complete resume, salary requirements, etc. in confidence to Box 1349, Editor & Publisher.

SALESPERSON: We are looking for a sharp, aggressive, experienced advertising salesperson to work and live in the fabulous Florida Keys. We offer a fine opportunity for advancement. Send resume to William Martin, Publisher, The Keynoter & Sundial, P.O. Box KN, Marathon, Fla. 33050.

HELP WANTED

DISPLAY ADVERTISING

4500 CIRCULATION West Coast weekly newspaper seeks Ad Manager. Responsibilities include management and direction of ad sales for weekly and special sections. Good income and benefit package. Send resume and salary requirements to Box 1324, Editor & Publisher.

DISPLAY ADVERTISING MANAGER of 40,000 circulation daily newspaper publishing morning and evening editions. Supervises staff of 9 and reports to Ad Director. Proven management ability and solid performance record necessary. Send resume to Kay Gause, Yakima Herald-Republic, Box 1618, Yakima, Wash. 98907. An Equal Opportunity Employer.

LOCAL DISPLAY MANAGER for our aggressive and growing 5-day PM. We're looking for an innovative person who can initiate new promotion ideas, design layouts, write good advertising copy and sell to established accounts while also providing inspiration to and working with our young award-winning advertising staff. Please send resume and salary requirements in complete confidence to Steve Hunter, Business Manager, The Daily Sentinel, 109 S. Jefferson St., Woodstock, Ill. 60098.

ADVERTISING SALES—Display Ad Salespersons, experienced, to work in Central Florida for large daily. Excellent opportunity for professional, aggressive salesmen with opportunity for advancement in growing market. Complete resume to Box 1386, Editor & Publisher.

DISPLAY ADVERTISING

Immediate opening for Retail Advertising Sales Supervisor. Applicants should have experience in sales management and advertising administration, preferably in a competitive market. Responsibilities include assisting in departmental management, direction of a staff of approximately six persons and working with other Retail Sales Supervisors to plan, project and reach departmental goals.

The Sacramento metropolitan area has a population of approximately 890,000, was recently rated No. 2 in a national survey as the ideal place in which to live and is adjacent to outstanding recreational areas that feature boating, fishing, skiing, etc.

Salary $22,000+ to start plus liberal fringe benefit package including fully paid health plan, 3 weeks vacation and non-contributory retirement plan. All replies held in confidence. Send resume to:

The Sacramento Bee
Personnel Department
21st & Q
Sacramento, California 95816

An Equal Opportunity Employer

ADVERTISING SALESMAN—We are adding to our staff and need someone for this position. Salary not high but chance to work into good growing organization. Panama City (Fla.) News-Herald, Charles Fischer, Jr.

IOWA SPORTS bi-weekly tabloid, 50M controlled circulation, seeks salesman/manager. Some national experience preferred. Grow with us. Send resume to: John Jordison, President, Sports Publishing Inc., Box 763, Des Moines, Iowa 50303.

DISPLAY AD SALESPERSON with experience needed immediately for Zone 9 rural daily with 16,000 circulation. Management potential a must. Only sharp and aggressive candidates need apply. An Equal Opportunity Employer. Send complete resume including salary requirements to Box 1392, Editor & Publisher.

DISPLAY ADVERTISING SALES

Immediate opening for a self starter! Earnings $12,000+. Casper, Wyo., the mile high energy capital of the world. Booming with business! A great place to live! Nestled at the foot of Casper mountain. Casper is in the center of Wyoming's outdoor-sports pleasure land. If you have a proven track record and want to relocate in Wyoming . . . we want to talk to you about joining our great ad staff at the Star-Tribune, Wyoming's largest circulation 7-day newspaper. Reply:
Peter S. Beer, Advertising Director
Casper Star-Tribune
P. O. Box 80
Casper, Wyo. 82601
(307) 237-8451

HELP WANTED

DISPLAY ADVERTISING

AD SALESPERSON for newly established weekly in western North Carolina. Layout experience. Salary requirements, resume: P.O. Box 566, Columbus, N.C. 28722.

STARTING WEEKLY NEWSPAPER in large population area. Need progressive, energetic display ad person to help set up and train staff as well as sell. Send resume and salary requirements to: Pinsker Publishing Group, Personnel Dept., Box 315, Kansas, Ill. 61933.

EDITORIAL

EDITOR with strong news and feature background for twice-weekly travel industry news magazine. Must be a self-starter who has demonstrated creative and publication administrative skills under heavy deadline pressure. MAIL RESUME and salary requirements to American Traveler, 2 W. 46th St., New York, N.Y. 10036.

CONSCIENTIOUS EDITOR to manage multi-paper group of award-winning newspapers in highly competitive Zone 2 area. Must have strong background in small daily or large weekly operation. This position offers challenge and opportunity to right person. Send resume and salary requirements to Box 1288, Editor & Publisher.

SPORTS EDITOR-REPORTER to continue community sports tradition in area known for top prep teams, summer leagues, and adult sports. Use of camera, some layout helpful. Emphasis on this 6-day PM paper is local. Need go-getter. Send resume, clip copies to the News-Times, 123 S. Jefferson St., Hartford City, Ind. 47348.

MANAGING EDITOR for Philadelphia business newsweekly. Must have experience in magazine layout, editing, reporting. Unique opportunity for hard worker. Clips, resume to Box 1316, Editor & Publisher.

IMMEDIATE OPENINGS for desk person and reporter with minimum 4 years experience. 100,000+ circulation morning, evening and Sunday. Excellent fringes, good climate, university city Zone 6. Rush resume, references and salary expectations to Box 1335, Editor & Publisher.

THE FORT LAUDERDALE NEWS

Florida's largest evening newspaper is accepting applications from reporters who can write clear and concise copy and from deskmen who edit for accuracy and completeness.

With a daily circulation of more than 100,000, The News has the most modern electronic newsroom operation available. If you want to be part of a growing news operation in a highly competitive area, send full details to Glenn Kirchhoff, Assistant Managing Editor, Fort Lauderdale News, Box 14430, Fort Lauderdale, Fla. 33302.

LIFESTYLES—Award-winning 18,000 southeastern Massachusetts daily will have an opening in mid-August for a writer-editor for our living section. Qualified applicants should send resume and clips to Douglas Reed, Managing Editor, Sun Chronicle, Box 600, Attleboro, Mass. 02703.

EDITOR—Prize-winning weekly, largest circulation in its area, needs self-starting editor who can take and develop his/her own pictures, understands village, town and school board coverage. We want someone who is ambitious and wants an opportunity to advance his/herself professionally. Immediate opening. Call or write Publisher, Ticonderoga Sentinel, Ticonderoga, N.Y. 12883. (518) 585-6701.

EXPERIENCED EDITOR to assume complete production of growing 2500 circulation weekly. Forest products centre, modern plant, ownership potential. Send resume and references to Al Mazur, Post-Review, Box 10, Hudson Bay, Saskatchewan, Canada SOE 040, (306) 865-2771.

WRITER-REPORTER for newspapers in the fabulous Florida Keys. Must have top-notch writing skills. We want a J-School grad or experienced writer who can handle assignments quickly, accurately and with flair. Send resume and clips to Ron McIntosh, Editor, The Keynoter & Sundial, P.O. Box SD, Marathon, Fla. 33050.

HELP WANTED

EDITORIAL

WIRE EDITOR—Tennessee's brightest and best looking paper (daily and Sunday 40,000) needs a wire editor who can give us gutsy inside news pages and write heads that attract the reader. The person we want has a couple of years experience but is flexible and willing to learn new methods. Send letter and layout samples to John Molley, Managing Editor, Kingsport Times-News, P.O. Box 479, Kingsport, Tenn. 37662.

MANAGING EDITOR

Unusual opportunity for skilled journalist with management background on nation's leading Black business magazine. Convenient mid-Manhattan location. Submit resume and salary desired in strict confidence to P.O. Box 2418 Grand Central Station, New York, N.Y. 10017.

TOP-FLIGHT COPY/LAYOUT EDITOR for 47,000 morning daily, Zone 1. Must have 2-3 years desk experience, with heavy emphasis on creative editing and packaging of hard news and features. Speed, quality and organizational skills necessary. Good growth potential for right applicant. Box 1373, Editor & Publisher.

GENERAL REPORTER for small daily with heavy emphasis on local copy. Send resume and clips to Steve Wolfrom, The Review-Times, Box C, Fostoria, Ohio 44830.

EDITORIAL PAGE EDITOR—Moderate to conservative 30,000 combination dailies, Zone 6. Excellent fringe benefits. Salary open. Box 1377, Editor & Publisher.

FEATURE WRITER/COPY EDITOR for Lifestyle section of South Florida AM daily. If you like investigative as well as human interest writing, can produce on deadline, are willing to assist in supervising staff, know layout and VDT editing (or eager to learn), we'd like writing and layout samples, resume, references immediately. Kay Manning, Today Editor, Sun-Sentinel, P.O. Box 1390, Pompano Beach, Fla. 33061.

MANAGING EDITOR

Experienced editor wanted to handle all operations of Catholic weekly newspaper based in Los Angeles. Must have ability to ferret out key news items, to write, plan issues, set up stringers and gather materials pertinent to Catholics. Must have contacts in the Catholic world. Salary $20,000+. Please send resume to Box 1370, Editor & Publisher.

CENTRAL ARIZONA daily/weekly group looking for a weekly editor. Photojournalism required. Good benefits and salary. Write Don Kramer, Casa Grande Dispatch, P.O. Box 639, Casa Grande, Ariz. 85222.

EXPERIENCED NEWSMAN to direct small daily staff of 6. Must be leader, good personnel manager, tough enough for small town journalism. Reasonable salary, pension plan, other benefits. Zone 4. Box 1438, Editor & Publisher.

COPY EDITOR

BLACK ENTERPRISE Magazine seeks qualified individual with minimum 3 years copy editing experience. Please call for appointment Monday-Friday 9AM-5:30PM, Mrs. Williams, (212) 889-8220.

BUSINESS EDITOR and assistant metro editor needed for Florida's best medium size daily newspaper, 55,000 circulation, on Gulf Coast. Business staff needs writer-editor to lead assistant and clerk. Metro desk needs experienced hand to assist city and state editors, direct and edit 19 reporters. Send full resume, salary requirements and references to Box 1390, Editor & Publisher.

ENVIRONMENTAL AND INVESTIGATIVE REPORTER

We're looking for a reporter with environmental and investigative credentials for a job in our state capital bureau. The assignment includes a wide range of government stories and responsibility for statewide environment coverage. We're interested only in someone with several years experience and a committment to stories that are both important and readable. Send clips and references to John F. Oppedahl, City Editor, The Detroit Free Press, 321 W. Lafayette Blvd., Detroit, Mich. 48231.

HELP WANTED

EDITORIAL

MANAGING EDITOR

The nation's 1973 Pulitzer Prize winning weekly newspaper group is looking for a managing editor to lead and further stimulate a professional 19-member staff of editors and reporters in the development of its talents.

Must be strong on community journalism and have proven management ability. Ideas and self-starting initiative will be key to formulating the news approach for one of the nation's most honored weeklies and Omaha's "second voice".

If you think you might be the one to inspire these papers to new frontiers of modern journalism and would like to join a team where the compensation includes good pay, a complete fringe package, including company paid profit sharing . . . and the lifestyle provided by an environmentally sound and culturally surprising Midwestern city . . . write or call Stanford Lipsey, Publisher, Sun Newspapers, 4875 F St., Omaha, Neb. 68117.

NATIONAL OUTDOOR magazine in New York seeks top-flight editor with knowledge of fishing, hunting in a variety of places across the U.S. Job: supervise and edit work of 6 field editors and dozens of stringers for regular monthly section in magazine. Send resume, clips to Box 1385, Editor & Publisher.

INNOVATIVE PACIFIC NORTHWEST daily seeks copy editor to round out aggressive, talented staff. Position will involve daily editing local copy, producing eyecatching layouts, contributing ideas. Also person will play key role in editing Sunday edition. Must be energetic, quick to learn, able to work with others and have desk experience or comparable knowledge. Equal Opportunity Employer offering excellent pay and benefits, exciting place to work and delightful place to live. Send resume, references and work samples to Box 1383, Editor & Publisher.

EDITORIAL

WRITER/REPORTER

We're looking for a news-oriented writer/reporter who can turn in sparkling copy under multi-deadline pressure. The spot also calls for sharp analytical skills for looking beyond the obvious, reaching the right sources and flushing out the story, then quickly putting the facts in perspective. We publish twice a month. Our coverage focuses heavily on legislative and business developments affecting the regulation and retailing end of the pharmaceutical industry. We're located in Bergen County, N.J., 25 minutes from the George Washington Bridge. Salary mid to upper teens, excellent fringe benefits.

Box 1400, Editor & Publisher.

An Equal Opportunity Employer.

EDITOR for 6000 weekly in northern California growth area needs self-starter. Must understand and work with advertisers, circulation and production. A tough job that demands editor with business head. Salary $350 a month plus commission on advertising and printing. Box 1407, Editor & Publisher.

COUNTY EDITOR—Prize-winning 6550 circulation offset daily seeks community-minded reporter-photographer to live in small county seat 12 miles from home office. Cover court house, plus some sports, police, government and features; write weekly column, become a community leader. Good pay, benefits in small daily chain. Opportunity to advance. Write John Peirce, News-Sun, Kendallville, Ind. 46755.

OLD, INFLUENTIAL Southern weekly, profits nil, due to inadequate editorial help, seeks associate editor to work with aging but active owner for 6 months to 1 year. Salary negotiable. Owner then would sell to co-worker, fair price, with sizable down payment. Owner to stay as consultant. Will consider replies only from ones with fairly long and somewhat brilliant work on good newspapers, as all-around writers, headlines, makeup and handling small staff. Owner for 47 years has given affluent community a sort of folksy newspaper, but the paper has a warm place in hearts and minds of countless readers. Owner wishes paper to keep image to great degree but with new flavors of originality from younger minds. Box 1394, Editor & Publisher.

HELP WANTED

EDITORIAL

EDITORIAL POSITIONS

All Fees Paid

MANAGING EDITOR To $18,000
Report to Publisher of small Zone 2 daily. Must be experienced in soft community news, layout, editing. Should have proven managerial skills in supervising a dozen or more reporters.

CITY EDITOR To $20,000
Medium size Northeast daily, report to managing editor. Should be innovative and creative, with orientation towards life trends writing. Journalism Degree a must, supervise staff of 30.

ASSISTANT NEWS EDITOR To $13,000
Entry level job for extremely aggressive, competitive, investigative reporter. Zone 4.

SPORTS EDITOR To $20,000
Large metro daily, Zone 6. Must have previous experience as sports editor on metro daily.

EDITORIAL RECRUITER To $20,000
A job with a different twist for an editor with recruiting background. Extensive nationwide travel, relocation unnecessary. Report directly to executive editor.

MANAGING EDITOR To $24,000
Run entire news operation for medium size weekly, Zone 7. Report to publisher; must have strong management experience. Supervise staff of 20, prefer weekly experience, but will consider daily background. Journalism degree a must.

EDITOR To $15,000
New morning newspaper with target start-up in Fall of 1976. Direct news operation, staff of 10, select features to be purchased, and write editorials. Mid-Atlantic region.

MANAGING EDITOR To $25,000
Medium size daily and Sunday, Zone 5. Report to editor; supervise staff of 50. Personnel management top priority, some writing and copy reading included. Degree preferred, but will waive in lieu of experience.

GARDEN EDITOR To $25,000
Midwestern daily. At least 15 years experience with garden and farm articles. May have either newspaper or magazine background.

MANAGING EDITOR To $15,000
Small daily, Zone 6. Help build up newsroom now staffing ten.

EDITOR To $19,000
30,000 Southeast daily Report to general manager and supervise staff of 25. Prefer an extrovert who likes to get involved in civic activities and can manage people. Requires BS in Journalism.

MANAGING EDITOR To $15,000
Weekly publication of 50,000, Zone 2. Well organized editor with metro news background who will emphasize think pieces and background features. Supervise staff of 12.

EDITORIAL MKT. RESEARCH To $20,000
Medium size metro daily, Zone 8. Marketing oriented person with newsroom experience. Conduct readership surveys and other consumer research projects. Degree requirements open.

LIFESTYLES EDITOR To $20,000
Independent, contemporary thinker capable of motivating and guiding small department of metro daily, Zone 2. Familiarity with VDT, scanners.

BENEFITS MANAGER To $20,000
Corporate offices of newspaper group, located in Midwest. At least 3 years experience in insurance, pension, EEO, some training and development.

ASST. DIR. OF PERSONNEL To $20,000
Northeast metro daily. Primary experience in supervisory training and management plus generalist background. BA required, MBA preferred.

For information on these and other current openings, send resume to or call:

Sibyl W. Ruffalo

GORDON WAHLS CO.

Executive Search Consultants

Post Office Box 30
610 East Baltimore Pike
Media, Pennsylvania 19063
(215) 565-0800

HELP WANTED

EDITORIAL

COPY EDITOR, experienced, able to write sharp heads, 5-day suburban daily. Good potential, benefits. Zone 2. Send resume to Box 1396, Editor & Publisher.

REPORTER AND WIRE EDITOR—We are adding to our staff and need two people for these positions. Salary not high but chance to work into good growing organization. Panama City (Fla.) News-Herald, Charles Fischer, Jr.

EXPERIENCED MANAGING EDITOR to assemble staff for new suburban daily. Company in business over 50 years. Resume and salary requirements first letter. Box 1413, Editor & Publisher.

EDITORIAL WRITER

Medium size daily on Zone 1 coast seeks experienced editorial writer. Successful applicant must have proven ability for thoughtful, precise and imaginative writing; analyzing all sides of subjects covering local, state and national issues. Include full resume and requirements in first letter. All replies confidential. Box 1424, Editor & Publisher.

WE'VE GROWN, need experienced, conservative, energetic newspaperperson as working managing editor on small, unopposed county seat 5-day, 4000 circulation daily in city of 8000, Area 6. Direct staff of 4 including yourself. We leave advocacy to TV. Daily newspaper background essential. Strong on straight news, copy editing, features, local news emphasis, and above all integrity and superior ability you can support later with references. Good salary and future. Age no barrier. Replies confidential. Send resume to Box 1432, Editor & Publisher.

EDITORIAL

NEWSLETTER WRITER

Self-starter wanted to produce monthly newsletter for and about specialized institutional recruitment personnel. You must develop sources, recognize worthwhile items, be adept at telephone interviewing, write brisk copy. This job is for a take-over type who finds his or her own material and moves it. Salary in mid-teens with unusual opportunity for growth. Zone 2.

Box 1395, Editor & Publisher.

An Equal Opportunity Employer.

EDITOR for national bi-monthly trade magazine reaching high school and college coaches. Applicant must have experience in school athletics and ability to write feature articles and editorials. Background should include layout and production. Salary commensurate with ability. Office in central Connecticut. Box 1402, Editor & Publisher.

MANAGING EDITOR, part-time, sought by alternative Jewish monthly Boston area. Hard work, low pay, rewarding. Send resume: Genesis 2, 233 Bay State Rd., Boston, Mass. 02215.

FREELANCE

WANTED: Sportswriter to do once-a-week 700-word column on soccer. Must be knowledgeable about players and leagues nationally and worldwide as well as able to answer subscribers' questions. This column will reinforce our local coverage. Top pay. Send samples and resume. Box 1256, Editor & Publisher.

CANADIAN FREELANCE feature writer wanted for quarterly credit union consumer/money management magazine with large circulation (Canadian edition). Writer must suggest article ideas, do accurate, thorough research and write in lively style. Submit brief resume and 3 recently published by-lined articles. Payment on acceptance, competitive rates. EVERYBODY'S MONEY, P.O. Box 431-B, Madison, Wisc. 53701.

LEGISLATIVE STRINGER wanted in each state capitol. Duties to include reporting prospects for passage, securing copies of bills, amendments, etc. Good growth opportunity while supplementing present income. Contact President, Box 1427, Editor & Publisher.

HELP WANTED

FREELANCE

FREELANCER'S NEWSLETTER publishes twice-monthly listings of freelance assignments, markets, news. 3 issues $2. P.O. Box 128, Rhinebeck, N.Y. 12572. (914) 876-2713.

MAILROOM

OPERATOR for Sheridan 24-P inserting machine. Excellent pay and benefits on Texas Gulf Coast. The Galveston Daily News, P.O. Box 628, Galveston, Texas 77551, or call Bill Tuma, (713) 744-3611.

MISCELLANEOUS

PHILADELPHIA AREA consulting firm needs additional associate(s) to teach unique, highly successful effective-writing course in industry. Job requires knowledge of English, ability to communicate, unusual stamina, showmanship. $18,000 to start; $35,000 quite possible within 6 years. Box 1414, Editor & Publisher.

PHOTOJOURNALISM

MAJOR WISCONSIN MANUFACTURER in the outdoor recreation industry requires ambitious, hustling, creative photographer. Travel required. Assignments will cover studio on-the-water, and general industrial spectrum. You will be part of a service-oriented in-plant photo department. Salary open, fine benefits. You may send, in confidence, your resume and slides/tearsheets. Box 1325, Editor & Publisher.

CREATIVE, AGGRESSIVE news photographer with demonstrated ability in sports and features to work on growing weekly in Kankakee, Ill. Adequate pay for weekly. Send resume, clips to Dennis Halloran, c/o Kankakee Star News, 197 Harrison St., Bourbonnais, Ill. 60914.

PHOTOGRAPHER—Must report, dark room, color process. Contact Richard Bush, Editor, Neosho (Mo.) Daily News. (417) 451-1520.

PRESSROOM

PRESSROOM FOREMAN for 30,000 circulation morning daily. Cottrell 845 8-unit press. Excellent pay and benefits, on Texas Gulf Coast. The Galveston Daily News, P.O. Box 628, Galveston, Texas 77551 or call Dale Thompson or Les Daughtry, (713) 744-3611.

GOSS METRO
PRESSROOM SUPERINTENDENT

Large quality conscious newspaper and commercial plant requires experienced person with management and technical skills. Quality and waste control, preventative maintenance and production scheduling, material usage and production records are among the qualifications required. All paid company benefits, profit sharing, etc. Qualified persons send resume and salary requirements to Box 1330, Editor & Publisher.

WANT TO MOVE WEST?

An expanding wide awake 55,000 morning daily in Zone 7 has an opening for a fully trained, experienced web metro offset pressman. Top wages and benefits, pleasant working conditions and a beautiful area in which to live make this an opportunity too good to miss! An Equal Opportunity Employer, M/F. Box 1355, Editor & Publisher.

PRESSROOM FOREMAN, Goss Metro operation, small town Midwestern location with national publisher. Metro experience required. Excellent opportunity for aggressive individual looking for challenge. Good benefits, salary open. Address resume to Box 1418, Editor & Publisher.

WEB OFFSET PRESSMAN WITH SENSE OF RESPONSIBILITY, TO $250. CALL (201) 838-9000.

PRODUCTION

WE HAVE IMMEDIATE OPENING for production manager, web offset daily. Good pay, benefits. Don Kramer, Casa Grande Dispatch, P.O. Box 639, Casa Grande, Ariz. 85222.

HELP WANTED

PRODUCTION

PRODUCTION MANAGER for central newspaper plant operation. Modern offset equipment. Must be excellent personnel manager, cost conscious. Reasonable salary, pension plan, other benefits. Zone 4. Box 1435, Editor & Publisher.

PUBLIC INFORMATION

ASSISTANT DIRECTOR, News Bureau, University of North Carolina at Greensboro. Seeking person with eye for good news and feature stories and top writing ability. Job also includes copy editing, other public information responsibilities. Background: several years of writing experience on a good newspaper, plus college degree. Radio experience helpful, but not essential. Good opportunity. To apply, send resume, clippings to Director, News Bureau, University of North Carolina at Greensboro, Greensboro, N.C. 27412.

PUBLIC RELATIONS

MAJOR FLORIDA CONCERN seeks experienced Public Relations practitioner qualified to handle coordination of various special events, write publicity releases and write and layout external and internal publications. Salary commensurate with experience. Box 1398, Editor & Publisher.

HELP WANTED

SALES

ATTENTION:

Manufacturer's Representatives

Our client, a leading U.S. manufacturer of lithographic Wipe-On Chemicals and Plates will expand its marketing organization in the territories listed below. If you feel that these products will complement your existing lines, let us know.

All replies will be kept in confidence; all replies will be acknowledged.

Excellent commission structure for aggressive producers.

OPEN TERRITORIES INCLUDE:

Pittsburgh
Richmond
Nashville
Birmingham
New Orleans
Wichita
Lincoln
Mobile
Grand Forks
Shreveport
Indianapolis
Louisville
Jackson
Little Rock
Oklahoma City
Salt Lake City
Montgomery
Rapid City
Albuquerque
Denver
Des Moines
Memphis
Grand Rapids
Charleston
Las Vegas
Fargo

If you are interested, and believe you qualify, reply including listing of current principals and other particulars to

Box 1433,
Editor & Publisher

Positions Wanted . . .

ADMINISTRATIVE

CONTROLLER with small daily strong on budgets and cost control seeks new challenge. Box 1283, Editor & Publisher.

PUBLISHER of small weekly seeking similar or ad manager's position on large weekly or small daily. Good sales record. Can do everything. Prefer Areas 3,4,5. Call (606) 882-3581 or (513) 275-8570 or write P.O. Box 11, Dover, Ky. 41034.

VETERAN display salesman, 44, managerial experience, also published freelance writer, dependable, hard worker. Manager, publisher daily, weekly. Might invest. Zone 6,7,8,9, quality of life important. Box 1308, Editor & Publisher.

GENERAL MANAGER—25 years experience equally divided between medium sized dailies and leading suburban weekly group. Know hot metal and offset. Winner of numerous civic and professional awards. Available because recession and inflation forced me to sell my own vulnerably situated property to better capitalized party. Presently employed. Conservative editorial policy, excellent with employees, good salesman, and understand the importance of that bottom line. Salary range, $20,000 to $25,000. Box 1369, Editor & Publisher.

GENERAL MANAGER of small daily, with proven ability and experience in all departments, looking for larger challenge with medium size daily. Prefer Area 9. Box 1374, Editor & Publisher.

ADVERTISING-ADMINISTRATION pro will bring 16 years experience all phases to your small to medium daily, weekly or group. Challenge most important. Will travel. Box 1406, Editor & Publisher.

36-YEAR-OLD General Manager of Illinois Daily Newspaper Association available due to publisher's decision to dissolve. 12 years professional newspaper advertising sales experience at staff and management level. Seeking growth opportunity. Willing to relocate. Phone or write: John E. Thompson, 232 S. Mississippi, Morton, Ill. 61550. (309) 265-9425.

SUCCESSFUL publisher/editor with diverse news/management/PR background and some investment capital seeks challenging opportunity in Zone 3 or 4. Write RFF, Box 648 Courthouse Station, Arlington, Va. 22216.

NEED A CREDIT MANAGER? Want to lower your past dues and keep your advertisers? I can do it! Experienced in newspaper credit management and business management. P.O. Box 2570, El Cajon, Calif. 92021.

EXPERIENCED PRO all newspaper phases seeks change. Currently General Manager. References. Box 1153, Editor & Publisher.

CARTOONISTS

POLITICAL CARTOONIST-ILLUSTRATOR Seeking position at daily paper. Willing to relocate anywhere, experienced in photography, layout, pasteup, typography, ad and news illustration, background in political cartooning. For information or samples call or write Hatley Mason, 5900 Grove Ave., Richmond, Va. 23226. (804) 288-2060.

CIRCULATION

CALIFORNIA, OREGON, Washington, Idaho, Utah Circulation Manager position desired with newspaper about 20,000 to 50,000 circulation. I have experience as a district manager and dealer for 30 years at the same company. At age 49 I feel I have enough know how to be on the management team. For better service and honest steady growth please contact Paul Friend, 324-15th St., Santa Monica, Calif. 90402. (213) 395-3037.

YOUNG EXECUTIVE, currently assistant circulation director of major metro, seeks challenging directorship. College graduate, 20 years of unique circulation credentials qualifies candidate for your serious consideration. Resume available. Box 1434, Editor & Publisher.

CLASSIFIED ADVERTISING

YOUNG, TALENTED, HARD-WORKING classified manager, proven, record, desires permanent move to Southern California. 10 years Zone 2, 18M daily newspaper experience. Resume on request. Box 1176, Editor & Publisher.

DISPLAY ADVERTISING

NO. 2 MAN seeks ad manager position with Southern California daily. Solid background, Zone 2—18M daily paper. Resume on request. Box 1179, Editor & Publisher.

WORKING AD MANAGER, weekly, wants more challenge with large weekly or group. 5 years sales, design. Degree. Areas 3,4. Box 1293, Editor & Publisher.

SUCCESSFUL ADVERTISING MANAGER. Hard worker—experienced—good lineage results. Lots of special promotions—strong on creative layout. Seeking challenging situation. Prefer weekly, semi-weekly, small daily (offering good place to live). Box 1359, Editor & Publisher.

WORKING AD MANAGER, daily, wants more challenge with large daily or group. Box 1416, Editor & Publisher.

AGGRESSIVE Retail Advertising Manager with solid sales experience in national, retail and classified seeking advertising management position with a metro daily newspaper. College degree, age 33, married, Areas 3,5. Box 1387, Editor & Publisher.

EDITORIAL

NATIONAL EDITOR (for 6 years) at 175,000 circulation Southern daily seeks new challenges in management. Have 3½ years VDT experience. Previous city desk and reporting experience. Masters degree from Columbia. Box 1284, Editor & Publisher.

CITY EDITOR, WOMAN seeks challenging mid-level management job on growing Zone 5 paper. Reporting, editing, city desk experience. Looking for a company with a future. Box 1269, Editor & Publisher.

COLUMBIA GRAD, 26, Navy vet, college sports and general reporting experience. Seek starting job as reporter on daily or weekly. Will go anywhere. Available for interview. Box 1326, Editor & Publisher.

IT'S A CLASSIFIED SECRET!

We've got a secret—and it's strictly classified information! We'll never reveal the identity of an E&P Box Holder, however if you want to answer a Box Number ad, but don't want your reply to go to certain newspapers (or companies), put your mind at ease!

Just seal your reply in an envelope addressed to the Box Holder. Attach a note telling us what newspapers, groups or companies you don't want the reply to reach. Then put the reply and the note in an envelope addressed to E&P Classifieds. If the Box Number you're answering is on your list, we'll discard your reply.

IMPORTANT: We can't return your reply because that would be the same as telling. So don't send indispensable material. Also attach a note *each time* you want a box holder checked.

And if you don't want your reply to be sent to any property held by a group, it's best to list the properties.

Positions Wanted...

PERSONNEL AVAILABLE FOR ALL NEWSPAPER DEPARTMENTS & ALLIED FIELDS

EDITORIAL

EDITOR, 29, seeks career news management opportunity on homeland, Northwestern Zone 7, daily or large weekly. Randall Howell, c/o David Howell, Rt. 1, Aberdeen, S.D. 57401.

YOUNG REPORTER with urban weekly chain, J-School grad, seeking chance with daily or weekly, Zone 1,2. Box 1422, Editor & Publisher.

WHAT METROPOLITAN American (or Canadian) daily realizes not just the increasing importance in newspapers of arts and entertainment, but that the arts now make the news and no longer need be buried on "amusements" pages? I am an experienced, aggressive, 28-year-old arts editor who wants to move to a large city. My advantage to you is that I have expertise as both journalist (who can oversee coverage and do makeup, production and editing) and as columnist-feature writer-critic (who knows the arts world very well and can evaluate it in current journalistic perspective). Prefer Zone 2 or 9, but will go to any major daily. Box 1273, Editor & Publisher.

EDITOR—Pro with proven track record as city, metro, managing editor on dailies in Zone 2. Know layout, can motivate staff. Can do it all. Only papers who want to lead the pack need apply. Box 1323, Editor & Publisher.

JOURNALISM GRADUATE seeks job in any news, public relations or communications field. Sports and photo background. Cheerful, well organized. Willing to relocate. L. Duffy, 231J, The Crossings, Glassboro, N.J. 08028.

SPORTS EDITOR, 4 years at small daily; want greater challenge; resume, clips available; camera, MA degree; 29 years. Box 1319, Editor & Publisher.

LITERATE, CEREBRAL city editor, five years in small towns, wants to work on metro. Editorial page first choice, in-depth reporting second. Box 1342, Editor & Publisher.

WRITER-EDITOR, 13 years Chicago, Indiana dailies, 10 in PR, medical editing, seeks urban location, editorial, PR, teaching. Jeanne Smith, 302 N. Division St., Salisbury, Md. 21801. (301) 749-8830.

AWARD-WINNING female sports reporter/copy deskwoman, 22, with VDT/OCR experience seeks challenging position on small or medium daily or weekly. Recent honors grad with experience. Zones 1,2,3,5. Box 1321, Editor & Publisher.

AGGRESSIVE, INFORMATIVE, RESPONSIBLE magazine writer. J-grad with two years experience seeks writing, editing, research or ad/promotion copy. Box 1341, Editor & Publisher, for a personal proofreading.

EAGER, hard-working, young, self-motivated reporter seeks post with daily or weekly newspaper. Good sports background. Will give 100% effort to your newspaper. Box 1307, Editor & Publisher.

I RESCUE wayward copy and make it shine. Desk pro wants a change. Box 1357, Editor & Publisher.

COMMUNITY MINDED experienced reporter seeks position in creative daily, Zone 9. Box 1348, Editor & Publisher.

CHEAP HELP! Writer/photographer, 25, willing to work long hours at low pay for right opportunity. All Zones. Box 1358, Editor & Publisher.

JOURNALIST WITH SPARK and experience, strong on features, seeks newspaper post in October after Asian stint. Box 1354, Editor & Publisher.

BUSINESS ISSUES. Hard-hitting probes beneath the financing/marketing surface. Politics, occupational health, energy, social issues. I'm looking for an aggressive newspaper looking for an aggressive business writer. Honors Journalism grad. Solid daily experience. Box 1352, Editor & Publisher.

HARDWORKING FEMALE reporter, editor, 27, seeks newswriting job in Washington, D.C. area. J-Degree, 3½ years experience. Box 1361, Editor & Publisher.

EDITORIAL

LET'S TALK. Editor/reporter, MA in July, 10 years experience, eager to return to newsroom. Prefer Zones 7,8,9. Call (405) 364-6301.

REPORTER/PHOTOGRAPHER in a news bureau for an 18,000 daily seeks larger daily. Tough and persistent with experience in news and feature. Syracuse grad of Journalism and World Politics. Box 1351, Editor & Publisher.

18 YEARS DAILY reporting, writing. Photography. Seek challenging hard news, feature, special assignment, editorial writing, city editor post. Zone 1,2 preferred. References. Box 1431, Editor & Publisher.

EXPERIENCED REPORTER seeks reporting position. Government experience, weekly and daily experience, general assignment, government, county courthouse, features. Hardworking and perceptive. Mark Weinberg, 720 W. Laurel, Ft. Collins, Colo. 80521; (303) 493-5292.

J-GRAD. Not a "Watergate-era" romanticist. Ad agency and college editorial experience. Have a camera and know how to use it. Will consider any reasonable offer. Resume available upon request. (814) 536-4217.

MANAGING EDITOR/REPORTER, 29, with 3½ years rigorous experience on award-winning 8000 circulation daily, will work tirelessly for right newspaper. Strong graphic and photo sense. Box 1364, Editor & Publisher.

SEEK REPORTER/DESK job Zone 1. Former reporter, now ad copyeditor. BA writing, Phi Beta Kappa, PR experience in politics. Box 1347, Editor & Publisher.

SPORTSWRITER, 27, seeks PM sports editorship. Top columnist, a bright feature writer with sharp layout skills. Strong background with excellent references. Box 1226, Editor & Publisher.

COPY EDITOR, 26; strong daily, weekly experience; long to return to Zone 1 or 2 from dusty, dry West. Love layout. Not necessarily limited to newspapers. Box 1368, Editor & Publisher.

WANT NEWS SPOT: Self-starter, degree, suburban beat experience. Contact Jim Fienup, 1152 Phalen Dr., St. Louis, Mo. 63137.

I KNOW MY PROFESSION and I want a chance to practice it in a hassle-free environment. Experienced (6-years) sportswriter/deskman/reporter/copy editor/layout specialist seeks hard work, challenge on medium large AM daily looking to improve its product. VDT/CRT, offset, hot metal experienced. Box 1426, Editor & Publisher.

EDITOR—Ivy grad plus law. 6 years experience consumer, real estate, legal. Top research, exacting, detail minded. New York based, consider change. Executive type. Box 1391, Editor & Publisher.

VETERAN UPI correspondent took early retirement, now seeks un-retirement. Bilingual, specialist Caribbean, Latin America. Highly knowledgeable Far East. Francis L. McCarthy, Box 1403, Editor & Publisher.

SCIENCE, MEDICINE, general news slot wanted by mature J-school grad (MS) with daily experience and science background. Consider any Zone. Box 1397, Editor & Publisher.

EDITOR/WRITER—Now editor of magazine. Experienced writer; published in U.S., Canada, Europe. Prolific, eager. Zone 1,2,4. Box 1409, Editor & Publisher.

WEEKLY NEWSPAPER EDITOR relocating to Rochester, N.Y. seeks position on newspaper, magazine or public relations job. BSJ degree, experienced in editing, newswriting, heads, layout, pasteup. Available September 1. References. Box 1428, Editor & Publisher.

DO YOU EDIT a medium to large daily with a strong but creative hand? If you need an issue-oriented political reporter, I have 3 years on 20,000 PM, energy and intelligence to offer. Challenge me. Box 1401, Editor & Publisher.

EDITORIAL

RELIGION EDITOR. Yaleman 10 years experience medium size daily religion beat, member Religious Newswriters Association. Episcopal Priest, M. Divinity. Ready for heavy responsibility large daily. Objective Pluralist orientation, respected leaders all faiths. Has covered national, world meetings as stringer for major dailies. High expertise, investigates, polls, digs for high reader interest. Can meet any need. Box 1408, Editor & Publisher.

AFTER EXPERIENCE on daily in Missouri J-School; editing military weekly overseas; reporting, photography and layout for two Illinois weeklies and semi-monthly Ag paper, I'm looking for job on daily under sports editor who knows his profession, needs ambitious, knowledgeable hard worker. For resume, clips contact Joseph Kyle, 1926 Dagmar Pl., Decatur, Ill. 62521. (217) 428-1572.

WRITER, 27, with daily and magazine experience seeks Zone 1,2,3 publication. John MacCormack, 8 Montclair Dr., Scotia, N.Y. 12302.

FREELANCE

VETERAN NEWSMAN-PHOTOGRAPHER headed for Near East in Fall seeks freelance assignments, stringer accredations with national news media. This no-ties, experienced correspondent will go anywhere there is news. For resume, awards, references write Box 274, LaSalle Sta., Niagara Falls, N.Y. 14304. (716) 283-2576.

PHOTOJOURNALISM

HARD-WORKING, RESPONSIBLE 27-year-old with BA in photography seeking staff position. Daniel Burke, 126 Hamilton Dr., Snyder, N.Y. 14226.

EXPERIENCED NEWS PHOTOGRAPHER desires position as director of photography. Will consider any location. Box 1327, Editor & Publisher.

DESIRE PERMANENT staff photographer position, also interested in expanding newspaper experience, obtaining experience in public relations, advertising. Ultimate goal very responsible management position. Total 3 years experience as reporter-photographer for daily newspaper and editor of industry newspapers. Money, benefits important, but treatment and advancement most important. Degree. Varied interests, capabilities. Knows mind. Fast learner. Desire to achieve. Available now. Will relocate East of Mississippi River. Male chauvinists need not reply. Box 1382, Editor & Publisher.

EXPERIENCED PHOTOJOURNALIST seeks Directorship or rewarding staff position with daily or weekly that is, or wants to be, photo-conscious. Comes complete with fine portfolio, excellent credentials, and the enthusiasm and energy to put it all together. Will relocate. Box 1432, Editor & Publisher.

PHOTOJOURNALISM

NEWS PHOTOGRAPHER—4 years experience on major daily seeks position on photo-oriented daily. Any Zone. Will relocate. Box 1421, Editor & Publisher.

CHIEF PHOTOGRAPHER/FULL CHARGE 17 years experience. Consistent national winner, overflowing with ideas. Responsible family man, 34. Resume on request. Box 1417, Editor & Publisher.

IF YOU HAVE NEED FOR A HIGHLY QUALIFIED photojournalist, investigative reporter or a man strong on the qualifications that make 'top of the line' features . . . and if you are tired of ham hocks and beans and hanker after breast of guinea hen under glass . . . perhaps we can talk. I have no need for a 'job'. I do what I do because I enjoy every damn minute of it, knocking around the world with a couple of cameras and a dictaphone. (Been around five times.) Last assignments: Soviet Union and Thailand. Recently toured the USSR on an unrestricted visa and came away with three thousand first quality photographs covering every area of Soviet life and 18 hours of taped interviews and impressions. (The stuff is wasted in my files.) Covered the American exodus from Thailand. Stories of both appeared in a major metropolitan daily. I need a syndicate contact, a news chain or wire service that can recognize (and use) guts and talent. I am not adverse to a "job". But I would prefer some arrangement that afforded me an "at large" credential and get paid for what I deliver. I belong to the Heywood Broun "school" of journalism. (Anyone around who remembers?) Thoroughly conversant with all phases of newspaper and magazine production. Authored a couple of books. Consider any challenging foreign or domestic assignment. Can arrange personal interview anywhere. Box 1429, Editor & Publisher.

PRODUCTION

PRODUCTION MANAGER
Experienced, capable leader with highly successful conversion to 100% cold type. System includes computers, scanners and editing terminals in news and classified. Accustomed to working with craft unions. Currently with combination paper over 120,000 circulation. Available immediately. Box 1317, Editor & Publisher.

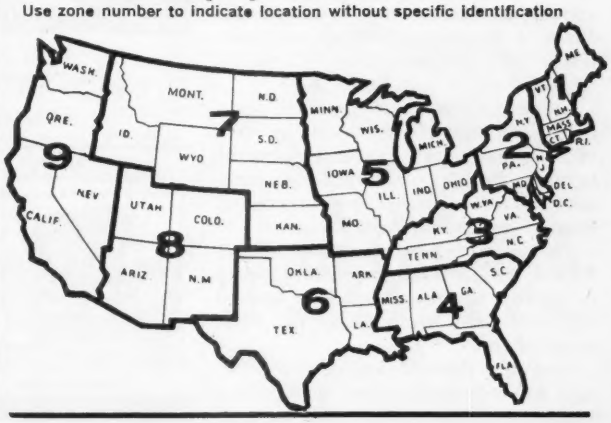
PRODUCTION—Magazine-Experienced—Advertising traffic, makeup, records. Locate metro New York City only. Call (212) 648-3594.

PUBLIC RELATIONS

PUBLIC RELATIONS Executive/Writer seeks challenging assignment. Diversified agency and corporate experience in the U.S. and abroad; new business development and implementation, client liaison, national media contacts, gifted writer. Box 1362, Editor & Publisher.

E&P Employment Zone Chart

Use zone number to indicate location without specific identification



Shop Talk at Thirty

By Robert U. Brown

Government gone berserk

When is the Pennsylvania Human Relations Commission going to crack down on Presidential-candidate Jimmy Carter and tell him he can't run those campaign ads appealing to ethnic groups?

On page 7 July 17, E&P reported the *Pittsburgh Press* had been cited for violating the state's Human Relations Act which provides that it is "unlawful for any individual seeking employment to publish or cause to be published any advertisement which specifies or in any manner expresses his race, color, religious creed, ancestry, age, sex or national origin, or in any manner expresses a limitation or preference as to the race, color, religious creed, ancestry, age, sex or national origin of any prospective employer."

Editor John Troan of The Press rightly pointed out that under this ruling "an individual seeking a job would not be permitted to include even his or her own name in an ad because that would obviously reveal the person's sex and, in many instances, would also indicate the person's religious creed, ancestry and national origin."

This is an "example of government gone berserk," he said.

The Commission, in its findings, did not allege that advertisements placed by candidates for political office violate any provisions of the Act.

But, what's the difference? In one case an individual is advertising to find a job—to sell his or her services. In the other, the candidate is advertising to find votes—to sell a service, if you will.

On page eight of the same issue, E&P reported that Jimmy Carter's media campaign in the next few months will involve newspaper ads targeted at specific audiences such as blacks and Jews. A sample ad reproduced headlined: "Will President Jimmy Carter Be Good for the Jewish People?"

Suppose Carter, or some other candidate, advertised that he wanted the votes of all white, Anglo-saxon, protestants between the ages of 18 and 25, it might not be accepted politically by others, but would it be any different?

The Supreme Court ruled in 1973 that a local ordinance forbidding newspapers to publish sex-designated help wanted ads was not a violation of the First Amendment.

Now the Pennsylvania Commission says any individual cannot mention in a situations wanted ad his or her sex, age, creed, color, etc., no matter what the motivation. A rabbinical student cannot advertise for a job with a firm of like-minded people. An expert in marketing in the black area cannot advertise for a job with a black-oriented advertising agency. A person of Latin American heritage cannot advertise expertise in the Spanish language. If a job-seeker were over 60 and seeking to stress 40 years of experience, that probably wouldn't be permitted either.

Since the issue was decided by the Supreme Court, there hasn't been much complaint about efforts to eliminate prejudice from the help wanted columns. But who are these new regulations designed to help?

They seem to be aimed at the elimination of personal choice and the denigration of personal pride in one's sex, age, creed, color, ancestry or national origin. Has all that lost its importance?

•

Horse's tail hampers reporter's riot work

Reporters are supposed to report tales, not pull tails. At least that's what Police Sgt. Robert Gill thought during an ethnic riot in Chicago's Marquette Park.

Gill charged Chicago City News reporter Daniel Brin, 23, with disorderly conduct, claiming Brin pulled the tail of his horse while he was on mounted patrol duty during the skirmishing.

Brin said Gill's horse swished its tail and the clip of Brin's ballpoint pen became stuck in it. "So I pulled it out," Brin said.

N.Y. News conforms with ADS standards

The *New York News* will change from a five-column measure to a four column editorial and six column advertising format on September 6.

The News will also introduce the availability of eight modular ad unit sizes at a discount of 6% below the advertisers' line rate. Other ad sizes, ranging from one to six columns, will be available but will be charged at the present line rate. Full page advertisers using the new 1,200 line page will continue to be billed at the present 1,000 line page rate.

Under the new format, the News will fall into the "C" category of the ADS.

"The new format will present a more attractive, easier to read newspaper and a substantial savings in newsprint which now represents 40% of our total costs," said W. H. "Tex" James, president and publisher of The News.

The News has set up a "Hot Line" to answer questions by advertisers. Retail accounts can call John Lescott at 212-949-3165 and general advertisers and their agencies can call Denis Anderer at 212-949-3075.

•

New England dailies boost June linage

New England newspaper advertising showed a 7% gain in ROP linage for June as compared to the previous year, according to the New England Newspaper Advertising Bureau.

Of the 105 newspapers reporting, 84 showed overall ROP linage gains for the month. Classified advertising showed the biggest jump in linage, up 9.6%, while national was up 8.2% and retail ad linage was up 5.8%. The increases were accomplished despite there being one less Sunday during June of this year.

Editors... are you seeking Young readership?

KISSES IS THE ANSWER ! !

Vivian Greene's daily and Sunday strip appearing in papers world-wide.

Call Collect (305) 558-1812

Canadian inquiries — Peter Morris, (416) 367-2463

Vivian Greene 15240 N.W. 60th Ave. Miami Lakes, Florida 33014

Who'd want to invest in a bunch of revolutionaries?

They didn't exactly look like winners.

But then our revolutionary army beat the British at Saratoga in 1777. And people recognized Washington's men as an army, rather than a band of renegades.

So faith was won as well as a battle. And investments in our government's securities started picking up.

It took courage to take stock in America back then. But it paid off.

And it can do the same for you now.

Just join the Payroll Savings Plan, or buy U.S. Savings Bonds at your bank. There's no safer, easier way to build your savings.

Buy the specially designed Bicentennial Series E Bonds. Those brave revolutionaries would be proud.

Now E Bonds pay 6% interest when held to maturity of 5 years (4½% the first year). Lost, stolen or destroyed Bonds can be replaced if records are provided. When needed, Bonds can be cashed at your bank. Interest is not subject to state or local income taxes, and federal tax may be deferred until redemption.

Take stock in America.

200 years at the same location.

Ad Council A public service of this publication and The Advertising Council.

We think young

We devote a lot of our attention and news space to today's youngsters, from babies to teen-agers. And we're proud to sponsor many youth-oriented programs.

There's the Goodfellows, making Christmas meaningful for 5,000 needy children. And the Cynthia Milk Fund, which last year provided more than $28,000 to buy milk and milk formula for 500 babies.

We sponsor the Memphis and Mid-South Spelling Bees. We also co-sponsor the Science and Engineering Fair for high school students. And each year we present a journalism scholarship to a high school junior.

Our Teen-Ager of the Week program honors outstanding high school seniors and provides scholarships for Teen-Ager of the Year winners. We co-sponsor a project that sends boys to summer camp. And last year we helped 7,000 youngsters attend a Memphis State University football game.

Because we think a lot of today's younger generation, Memphis youngsters think of The Press-Scimitar when they think of the newspaper.

We wouldn't be as old as we are (we'll be 96 October 12), if we didn't think as young as we do.

Memphis Press-Scimitar

Represented by Story & Kelly-Smith
Advertising offices in New York, Atlanta, Boston,
Chicago, Dallas, Detroit, Los Angeles, Philadelphia and San Francisco.

AN E&P PULL-OUT SECTION | JULY 31, 1976

Editor & Publisher

51ST ANNUAL DIRECTORY OF SYNDICATED SERVICES

1976 SYNDICATE DIRECTORY

FEATURE INDEX • AUTHORS • ARTISTS • COMICS • COLUMNS • SYNDICATES

UNITED FEATURE SYNDICATE

220 East 42 Street
New York, N.Y. 10017
(212) 682-3020

NATIONAL AND WORLD AFFAIRS

JACK ANDERSON, Washington Merry-Go-Round (7tw)
JACK ANDERSON'S Weekly Special (1tw)
MARQUIS CHILDS, Washington Calling (2tw)
ERNEST CUNEO, National Whirligig (3tw)
LOUIS HALASZ, Dateline: U.N. (1tw)
COL. ROBERT D. HEINL, Of Arms and Men (2tw)
LESTER KINSOLVING, Potomac Ethics (1tw)
REV. LESTER KINSOLVING, Inside Religion (1tw)
VICTOR LASKY, Say It Straight (1tw)
FRANK VAN DER LINDEN (3tw)
JOHN D. LOFTON, JR. (3tw)
PHIL NEWSOM (occ)
VIRGINIA PAYETTE (3tw)
WILLIAM L. RYAN (1tw)
HENRY J. TAYLOR (3tw)
KAROL C. THALER, Dateline Europe (2tw)
GUS TYLER (3tw)
ROBERT J. WAGMAN (occ.)
SIDNEY ZION (1tw)

THE LIGHTER SIDE

NOEL ANTHONY, Continental Diary (1tw)
TRIXIE BELMONT, Ladies First (1tw)
JIM FIEBIG, Mark My Words (3tw)
IRIS HARTMAN, Women's World (4tw)
NORTON MOCKRIDGE (5tw)
ISABELLE SHELTON, Mirrors of Washington (1tw)
BILL VAUGHAN, Senator Soaper (6tw)
BILL VAUGHAN, Vaughan at Large (3tw)

BUSINESS AND FINANCE

DON G. CAMPBELL, Daily Investor (5tw)
DON G. CAMPBELL, Mutual Funds (1tw)
LOU SCHNEIDER, Trade Winds (6tw)
HERBERT STEIN, The Economy Today (1tw)

CONSUMERISM

MARGARET DANA, Before You Buy (1tw)
MARGARET DANA, Consumer's Question-Box (1tw)
SIDNEY MARGOLIUS, For the Consumer (2tw)
BETTY YARMON, Family Finance (1tw)

HEALTH, EDUCATION & WELFARE

DR. F.J.L. BLASINGAME, Let's Stay Well (6tw)
DR. LINDSAY CURTIS, For Women Only (3tw)
GHITA LEVINE, Retirement (1tw)
JACK SMITH, Time of Your Life (2tw)
JOHN WYKERT, Insight (1tw)

PUZZLES AND WORD GAMES

ANAGRAMS (6tw)
BLOCK BY BLOCK, William Crowder (6tw)
CROSSWORD PUZZLER (7tw)
TELE-PUZZLE (1tw)
WORDY GURDY, Tricky Ricky (6tw)
TODAY'S CROSSWORD PUZZLE (7tw)
LITTLE PEOPLE'S PUZZLE, Leo White (7tw)
PRIZEWEEK PUZZLE (1tw)
WORD GAME, Kathleen Saxe (7tw)

YOUTH AND ADVICE

JEAN ADAMS, Teen Forum (4tw)
JOHN KEASLER, By George! (6tw)
BARBARA LEWIS, Pop Scene Service
VAL WINSEY, Susie Mac (5tw)

SPECIALTY COLUMNS

YOUR BIRTHDAY, Stella Wilder (7tw)
YOUR STARS THIS WEEK, Stella Wilder (1tw)
IRA G. CORN, JR., The Aces (7tw)
BESTSELLERS, Publishers Weekly (1tw)
OLD FARMER'S ALMANAC (1tw)
ALICE SCOTT, Pets and Their People (1tw)
JACK STRAUSS, What's the Law? (6tw)
ROBERT W. IRVIN, Driver's Seat (1tw)
MARTIN ALWYN, Ask Anybody—Anything (1tw)
WE HOLD THESE TRUTHS, Mackenzie/MacNelly (3tw)
WORDS, WIT & WISDOM, William & Mary Morris (6tw)

FOOD AND DIETING

MARCIA BURG, Chef Marcia (1tw)
BARBARA GIBBONS, Slim Gourmet (3tw)
ROBERT J. MISCH, Eat, Drink & Be Merry (1tw)

BEAUTY AND FASHION

MARIAN CHRISTY, Lifestyles (3tw)
FLORENCE de SANTIS, Fashion, Face, & Figure

HOUSE AND HOME

THOMAS A. BATESON, Collector's Corner (1tw)
GERRY BISHOP, House Plans (1tw)
GENEVIEVE FERNANDEZ, Interior Decorating (4tw)
ANNE GILBERT, Antiques & Stuff (1tw)
JUDY HARPER, Traditional Crafts (1tw)
HECKMAN and ORCUTT, Ask About Antiques (3tw)
EMILY MALINO, Design for People (1tw)
ROGER WHITMAN, First Aid for the Ailing House (4tw)

SPORTS

BILLY CASPER'S GOLF, Billy Casper (2tw)
BOATING, Julius Cooper (1tw)
BOWLING TIPS, Don Carter (4tw)
JOHNNY MILLER'S WAY, Johnny Miller (3tw)
NBA TIP-OFF (1tw)
NFL GAME PLAN (1tw)
PALMER METHOD, Arnold Palmer (2tw)
ROCKET SHOTS, Rod Laver (3tw)
SKIING, Jean-Claude Killy (1tw)
TENNIS IS KING, Billie Jean King (1tw)
TIPS FROM THE TOUR, Arnold Palmer (1tw)

TV AND FILMS

JAMES BACON, Hollywood Hotline (5tw)
AL KILGORE, TV Starscreen Puzzle (1tw)
DAN LEWIS, TV Tune-In (3tw)
JAMES BACON, TV Tune-In (1tw)
REBECCA MOREHOUSE, Celebrity Interviews (occ)
CLIFF ROGERSON, Tee Vee Laffs (6tw)
RICHARD K. SHULL, TV Answer Man (6tw)
RICHARD K. SHULL, TV Tune-In (2tw)
TV FILM SOURCE SERVICE
TV PREVIEWS, Dan Lewis (7tw)
TV DATA, Inc., TV Listings (7tw)
TV ROLLING LOGS (local and national)
TV GRIDS (local and national)
TV TIDBITS (7tw)
TV PHOTO SERVICE (7tw)
TV BONUS PACKAGE
TRIVIA TEASERS by Gene Herndon (1tw)
ROCKPILE by Stokes Walesby & Al Cunniff (3tw)
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FYI...This letter recently was sent to Newspaper Industry leaders

CABLE ADDRESS: KINGSYN NEW YORK
AREA CODE 212 — 682-5600

J.F. D'ANGELO
PRESIDENT

Dear Editors:

In the midst of a generally successful year, many editors and publishers nevertheless are deeply concerned about the recent trend of declining circulations. The lengthening of evening television news programs may further contribute to this decline. Everywhere in our industry considerable thought and research is being given to what can be done to reverse this trend.

King Features has always been sympathetic and responsive to the needs of newspapers. All successful syndicates have shared the ability to anticipate and meet such editorial needs. We suggest that editors might well review the specific features provided by King and other syndicates which can increase circulation by bringing in new readers, particularly young adults who may never have developed the newspaper reading habit.

Current research indicates that these readers are prime targets for material related to their interests in music, films, commentary—in effect, coverage of their lifestyles. For example, several leading features from our own list have been created and edited for that audience. These include:

- "Inside Woody Allen," our new daily and Sunday comic strip, captures the wit and charm of this generation's most widely acclaimed comedic talent.
- "Rolling Stone," prepared especially for newspaper syndication by the staff of the younger generation's most successful publication in the music and entertainment field.
- Nicholas von Hoffman's thought-provoking and frequently controversial columns provide a sensitive sounding board for a point of view that stimulates reader interest.
- "The Gossip Column," filled with the kind of material that became the basis for the explosive popularity of "People" magazine and the weekly tabloids.

In addition to these, there are many other features by King that can help bring in new readers seeking specific information in a wide variety of areas. A key denominator of these features is that they provide information, service and entertainment not available on television.

We know that many newspapers are embarked on an extensive examination of all possible ways, including a re-evaluation of content, to learn how to keep circulation growing in a time of challenge and change. Our staff is available for a discussion of specific features that you and your editors may be considering. We may not have the answers to all of your questions but we believe you can find many of them within the syndicate field.

I would welcome hearing from you on how you feel we can assist immediately and how we can better serve you in the future.

Sincerely,

J. F. D'Angelo

J. F. D'Angelo

The Greatest Array of Comic Strips and Sunday Pages in the World

Blondie— The most popular feature in the world appears in 1636 newspapers. By Dean Young and Jim Raymond. D&S.

Barney Google and Snuffy Smith— One of the all-time comics classics builds readership in 767 newspapers. By Fred Lasswell. D&S.

Beetle Bailey— The Army's most famous goof-off, created by Mort Walker, appears in 1350 newspapers. D&S.

Big Ben Bolt— John Cullen Murphy's fast-moving action strip. Super art. D.

Archie— America's favorite teenager is in more than 700 newspapers. D&S.

Boner's Ark—Mort (Addison) Walker's zany group of animals with human traits. D&S.

Brick Bradford— He travels through time on the road to high adventure. By Paul Norris. D&S.

Bringing Up Father— The domestic life of Maggie and Jiggs. One big battle—for laughs. By Kavanagh-Fletcher-Camp. D&S.

Buz Sawyer—Roy Crane's ace trouble-shooter finds excitement everywhere. Dramatic art and great stories. D.

Dr. Kildare—This popular young medic has achieved success in books, films and on TV. Ken Bald's art highlights the strip. D&S.

Donald Duck—His temper tantrums and wise quacks have made him a Walt Disney favorite. D&S.

Dooley's World— Refreshing, unique, sophisticated, contemporary. By Roger Bradfield. D&S.

Flash Gordon— A name synonymous with the best of science fiction adventure. By Dan Barry. D&S.

The Flop Family— Family life to tickle the funny bone. By Swan. D.

Hagar the Horrible— Dik Browne's bungling barbarian. The world's fastest-growing strip. In 765 newspapers. D&S.

The Genius—An eccentric professor's experiments prove hilariously that the Establishment is all thumbs. By Oldden. D&S.

Gunner— A fast-paced soccer strip. By Alfredo Grassi and Lucho Olivera. D.

The Heart of Juliet Jones— Magnificent art by Stan Drake highlights this enthralling human interest story. D&S.

Henry—The world's favorite pantomime strip. By John Liney and Don Trachte. D&S.

Hi and Lois— Mort Walker and Dik Browne portray a young suburban family. Charming and funny. In 718 newspapers. D&S.

Hubert—Pudgy and pugnacious, he's stuffed with the ingredients that create laughs. In panel or strip form daily. By Dick Wingert. D&S.

Johnny Hazard— The suspenseful escapades of a daring counterspy. Great stories and art by Frank Robbins. D&S.

Junior Whirl— The kids love Hal Kaufman's tantalizing puzzle page. S.

The Katzenjammer Kids— Hans, Fritz and the Captain provide fun galore. By Joe Musial. S.

Let's Sew— Every woman who sews is a potential reader of this Sunday comic page feature. PRINTED PATTERNS. S.

Little Iodine—A spoiled brat who keeps dad at the boiling point. By Bob Dunn and Hy Eisman. S.

Mandrake the Magician— Master of magic and his partner, Lothar, engage in occult adventures. By Lee Falk and Fred Fredericks. D&S.

Mr. Abernathy—Whether counting his millions or his girls, he can be counted on for laughs. By Ralston Jones and Frank Ridgeway. D&S.

Moose Miller— When it comes to work, he's always ready—to avoid it! By Bob Weber. D&S.

(© 1976 King Features Syndicate, Inc.)

Inside Woody Allen— The same wit that won Woody Allen stardom in movies, TV, the theater, books and nightclubs has been captured in the comics. By Joe Marthen. D&S.

Mickey Mouse— Walt Disney's most famous character. D&S.

Nubbin— A delightful youngster and his daffy animal pals. By Jim Burnett and Henry Boltinoff. D.

Occupant— The eternal struggle between tenants and landlords. Contemporary. By Clifford Harris. D&S.

Pattern Party—To attract women to your comic supplement, a striking feature that presents the latest fashions in color. S.

The Phantom—Famed throughout the world, this adventure strip features "the ghost who walks." By Lee Falk and Sy Barry. D&S.

Popeye—The spinach-eating sailor is a household name. By Bud Sagendorf. D&S.

Prince Valiant— Superb art and masterful storytelling keynote Hal Foster's renowned adventure classic. S.

Professor Phumble—Bill Yates' absent-minded professor rises to new heights of hilarity. D.

Quincy—A delightful black youngster from the inner city is the hero of Ted Shearer's warmly human and humorous strip. D.

Redeye—All smoke signals point to laughter when Gordon Bess' wacky Indian goes into action. D&S.

Rip Kirby—A suave gentleman detective in thrill-packed adventure stories. By John Prentice and Fred Dickenson. D.

Scamp— A Walt Disney fun favorite, this cuddly canine is what puppy love is all about. D&S.

The Small Society— Brickman deftly satirizes politics, the generation gap and life in general. D&S.

Daily Panels and Sunday Color Pages

Steve Canyon—Brilliantly written and drawn by Milton Caniff, the world's favorite adventure strip appears in nearly 600 papers. D&S.

Secret Agent Corrigan—The intrepid FBI agent is involved in suspenseful stories. By Al Williamson and Archie Goodwin. D.

Tiger—Kids who really act like kids—unpredictable and irresistible. By Bud Blake. D&S.

Tim Tyler's Luck—Two young men take on beasts and bad guys in Lyman Young's jungle stories. D.

Treasury of Classic Tales—These Walt Disney stories appeal to readers of all ages. S.

Tumbleweeds—Tom K. Ryan's modern fantasy mines a rich vein of Old West laughter. D&S.

Wee Pals—Kid Power—Morrie Turner's lovable group of integrated youngsters. D&S.

The Lockhorns—Husband vs. wife in a fun battle of the sexes. By Hoest. D&S.

Laff-A-Day—Big-name cartoonists provide laughs on a big scale. D

Laugh It Off—Syd Hoff's small-space panel fits in anywhere. D.

Laugh Time—Bob Schroeter's perky panel provides rollicking good fun. D.

The Little Woman—Every married couple finds its own foibles laughingly portrayed in Don Tobin's popular feature. D&S.

Hazel—TV and magazine popularity have made Ted Key's maid a national institution. D.

Queenie—A blonde bombshell every man would like to date and every woman would like to emulate. By Phil Interlandi. D.

Ripley's Believe It or Not!—The unique feature that is world famous. D&S.

Ponytail—She's the teenager's teenager and a delight to all readers. By Lee Holley. D&S.

Soft Focus—The St. Louis POST DISPATCH called it "outrageously funny." By Alf. D.

They'll Do It Every Time—Hilarious and oh-so-true comments on human nature. By Bob Dunn and Al Scaduto. D&S.

Today's World—Delightfully funny and drawn in contemporary style. By David Brown. D.

Trudy—She's the darling of the young married set. By Jerry Marcus. D&S.

Wordplay—Words come to life in a space-saving feature that dramatizes them vividly. Used in many schools. D.

You're Getting Closer—A warm, delightful, fun way to improve parent-child relationships. By Patte Wheat and Dale Hale. D.

Famous By-Lines That Build Loyal Readership

ASTROLOGY

Frances Drake's Your Individual Horoscope—Personal forecast for every day of the week. 7/wk.

AUTOMOBILES

Auto Album—Cars of past years are illustrated and described in this fascinating feature that appeals to adults and kids alike. By Tad Burness. 1/wk.

BOOKS

Parade of Books—Ralph Hollenbeck edits this special package of six reviews weekly by top book critics. 1/wk.

BRIDGE

B. Jay Becker's Contract Bridge—The most popular bridge column in the world. By the famed record holder in Masters' Individual Championships. 7/wk.

CHRISTMAS FEATURE

Walt Disney's Christmas Strips—Brand new Christmas tales featuring famous Disney characters.

COMMENTARY COLUMNS

Phyllis Battelle's Assignment: America—With a personal touch, one of the nation's great reporters finds the human essence of every story. 3/wk.

Jim Bishop: Reporter—Whether it's on a best-seller or a newspaper column, his famous by-line guarantees superb writing. 3/wk.

John Chamberlain's These Days—In-depth research and graceful writing from a distinguished columnist. 3/wk.

Jeffrey Hart—This respected author-professor leads the "new conservatives." 3/wk.

Marianne Means' Washington—Top woman commentator interprets human and political side of Washington. Weekend "Washington Sideshow" keeps tabs on personalities. 3/wk.

Kevin P. Phillips—Premier analyst of American politics. Controversial and quotable. Includes weekend "Phillips on The Polls." 4/wk.

John P. Roche's A Word Edgewise—Former presidential adviser, professor of politics and history, a liberal conservatives respect. 3/wk.

Kingsbury Smith—His solid contacts with world leaders put this Pulitzer Prize winner in the vanguard of national commentators. 2/wk.

Nicholas von Hoffman—America's most irreverent columnist collides with sacred cows on left and right. 3/wk.

GOSSIP AND ENTERTAINMENT

Bert Bacharach's Now See Here!—A wide-ranging column by the well-known bon vivant. Every topic under the sun. 4/wk.

Dorothy Manners' Hollywood—First with the inside info on the movie stars. 6/wk.

The Gossip Column—Robin Adams Sloan, the premier people chronicler, tells all about the famous and infamous. 3/wk.

Voice of Broadway—Jack O'Brian knows the big news about the big names — and writes it masterfully. 5/wk.

CONSUMER ADVICE

Sam Shulsky's Investors' Guide—Novice and veteran investors alike value his clear, expert advice. 6/wk.

Mind Your Money—Peter Weaver's tips on how to get the most out of your shrinking dollar. 2/wk.

Your Retirement Dollar—Sound advice on money matters for retirees and those planning retirement. By Peter Weaver. 1/wk.

EDITORIAL CARTOONS

Lurie—The distinguished political analyst who is the most widely syndicated political cartoonist and caricaturist in the world. 6 to 8/wk.

Alfred Buescher—Excellent veteran cartoonist plays it down the middle. 6/wk.

Marlette—The "new breed" cartoonist who never pulls his punches. 3/wk.

FOOD

Food for Thought— Easy-to-follow recipes to tempt the palate and shave your food bills. By Alice Denhoff. Illustrated. 3/wk.

HEALTH

Dr. Lester L. Coleman's Speaking of Your Health—This modern medical column emphasizes the link between bodily ills and the mind. 6/wk.

HOUSE PLANS AND REPAIRS

Your Home - Build and Improve— Noted architects John D. Bloodgood and Augustus Suglia provide imaginative plans for building and improving all types of homes. Illustrated. 1/wk.

Super Handyman—This money-saving feature by Al Carrell shows readers how to make their own household repairs. Illustrated. 3/wk.

HUMAN RELATIONS

Ask Dr. Brothers— Professional counsel on personal problems by America's most noted psychologist, with special "In the News" column. Dr. Joyce Brothers. 7/wk.

Between Us— Unique advice to parents by Dr. Alice Ginott, distinguished psychologist, author and lecturer. Highly promotable. 1/wk.

Helen Help Us!— Perceptive, witty advice on sex, love and life for readers of all ages. 6/wk.

Mirror of Your Mind—Helpful, practical psychology in a unique feature by John Conwell. Illustrated. 6/wk.

You're Getting Closer—A fun aid to parent-child relationships. In panel form, by Patte Wheat and Dale Hale. 6/wk.

INTERNATIONAL NEWS

The Sunday Times of London Service— Six to ten stories weekly. Plus rights to broad selection of features from Britain's incomparable newspaper. Photo illustrations.

MUSIC

Rolling Stone— From the staff of the most popular magazine in the world of music: record reviews, news, gossip and profiles of the stars. Illustrated. 3/wk.

PICTURES

Pictorial Page— Eye-catching photo feature layouts on a single subject. 2/wk.

PATTERNS AND NEEDLECRAFT

Alice Brooks Needlecraft Designs. 7/wk.

Anne Adams Dress Patterns. Printed Patterns. 7/wk.

Laura Wheeler Needlecraft Designs. 7/wk.

Marian Martin Dress Patterns. Printed Patterns. 7/wk.

Let's Sew— For weekend supplements. 1/wk.

Pattern Party—For weekend color supplements. 1/wk.

Prominent Designer Patterns. 1/wk.

HOUSE PLANTS

Plants in the Home— The feature devoted to the $6 billion plant boom, by Elvin McDonald, Senior Editor and Garden Editor of House Beautiful magazine. 1/wk.

PUZZLES AND PASTIMES

Crossword Puzzles— Two 2-col. daily puzzles and a 3-col. Sunday puzzle. Also a Spanish puzzle.

Junior Whirl—A variety of brain twisters in an entertaining puzzle page for kids. S.

Wishing Well—The reader gets a personal message based on the number of letters in his or her name. 7/wk.

Word Sleuth—This fascinating find-the-word puzzle is the most popular feature of its kind. 6/wk.

RELIGION

The Illustrated Bible— The best-known passages from the Scriptures, magnificently illustrated in 4 columns. S.

SERIALIZATIONS

Reader Specials— The finest of the most important new books. Promotable circulation builders. Illustrated.

SPORTS

Melvin Durslag—This prize-winning sportswriter travels the world to provide on-the-spot coverage of every sport. 5/wk.

Play Better Golf—with Jack Nicklaus— The most promotable golf feature. In strip or panel format. 3/wk.

Stan Smith's Tennis Class— Lessons in strip or panel format from one of the world's most famous pros. 3/wk.

Alan Maver's Sports Cartoons— Superb art captures the big moments in sports. 3/wk.

Gary Player's Golf Class— Expert golf instruction in strip format. 3/wk.

TELEVISION

TV Key— Steven H. Scheuer and staff provide a full TV service. 6/wk.

Tel-Aire— The complete TV magazine service. Builds circulation and ad revenue.

Soap Opera Scene—All the news on what Time magazine called "the most powerful entertainment on or off television." By Steven H. Scheuer. 1/wk.

TRAVEL

The Penny-Wise Traveler—A fact-packed shopping guide to the whole world. By Jane Morse. Illustrated. 1/wk.

WOMEN'S FEATURES

Emily Wilkens' A New You— Beautiful people tell Emily their diet, weight control and grooming secrets. Illustrated. 3/wk.

Hints from Heloise— The most widely read women's feature, favorite of every homemaker. 7/wk.

The Leisure Craftsman—Crafts are more popular than ever and this is the most popular instruction feature. By Phyllis Fiarotta. Illustrated. 3/wk.

Women's Way—Joan O'Sullivan's sparkling interviews and stories on home and family, beauty, decorating, food and authoritative "Designer's Showcase" on fashions. Plus house and home improvement plans. 6/wk.

LEWIS A. LITTLE, National Sales Director

King Features

235 East 45th Street, New York, N.Y. 10017 Area Code 212 682-5600

Betty Debnam knows how to attract young and old newspaper readers.

November 13, 1975

Mr. Cruise Palmer
Executive Editor
The Kansas City Star
1729 Grand Avenue
Kansas City, Missouri 64108

Dear Mr. Palmer:

I am writing this letter to you to tell you how very much I appreciate The Kansas City Star containing the Mini Page in the Saturday evening paper. However, my appreciation of the Mini Page cannot compare to that of my seven year old son, Charlie. He looks forward to it every week and has since the first time it came out. He goes through it from cover to cover and discusses it with us. I'll have to admit I like it too!

In my opinion the Mini Page has been like a private tutoring session at home for Chuck. It has helped him develop in the fields of reading, mathematics, world events, etc. Last night as soon as I walked in the door Chuck counted to ten in Spanish for me. I asked him where he had learned that and he replied, "My Mini Page". I said, "you're kidding" - and I immediately checked it out. Sure enough, there it was, one to ten in Spanish - spelled out so a child could easily grasp it. This so impressed me that I decided to write to you.

I am sure the Mini Page is a big boost to your circulation. Even if I wanted to cancel the paper (which I do not) I most certainly would not because of the disappointment it would cause my son. Not only that but children need to have every advantage of learning which can be made available to them. The Mini Page is definitely an advantage.

Last year Charlie was behind in his reading because the school he had gone to the previous year had not taught the basic reading skills. This year we see a vast improvement. We feel that having the advantage of the Mini Page in our home contributed greatly to this improvement.

Please continue to carry the Mini Page in your newspaper.

Most Sincerely,

Carlene

Mrs. Carlene Welch

HOW WOULD YOU LIKE FAN MAIL LIKE THIS?

Betty Debnam, originator & author of The Mini Page.

Hundreds like it pour into those newspapers that carry The Mini Page. When you carry The Mini Page . . . your mail room will fill up too.

Why is The Mini Page so popular? It has the imagination of Betty Debnam which captures the imagination of readers of all ages. She has created a mirror image of the "real" newspaper. Simplified -- easily understood -- informative -- current -- purposeful -- thought provoking -- and fun! It's written for children five to ten, yet parents and grandparents enjoy it. (In fact, 38% of the adults who read it have no children.)

If building readership among the youth segment of your market is an established goal, start The Mini Page soon. It will build the newspaper habit at the most impressionable age, a habit that will carry over to the pre-teens, teens and twenties.

Only Betty Debnam has the unique charisma to reach the hearts and minds of both the young and old. She does it with The Mini Page. Loved by over 8½ million readers in 185 newspaper markets.

To get your fan mail, get The Mini Page now. Fill out the coupon below and mail to:

MSC FEATURES, INC., 750 Third Ave., NYC 10017

Gentlemen:
I am interested in joining the other 185 newspapers carrying The Mini Page. Send me complete information on your syndicated Mini Page program immediately.

My Name _____
Newspaper _____
Address _____
City _____
State _____ Zip _____

The Mini Page

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Today's tool building tomorrow's circulation.

ENTERPRISE FEATURES' "SECRET FORMULA"

Isn't it amazing, scanning the syndicate directory, to see the cavalcade of "foremosts," "leadings" and "number ones" trotted out annually for your inspection? We thought it so amazing that we decided to be the first to reveal our "secret formula" for success – the Enterprise Features formula: 1.) Our editors study contemporary culture, interests and trends, then determine what readers (and, of course, editors) want in their features. 2.) Our writers and artists fulfill their responsibility, too – to produce first rate copy and art within their spheres.

That way, according to our formula, we remain essential by helping you stay essential to your readers.

Oh, yes, one other thing. We don't buy the shotgun approach. We try hard to choose just the winners. That's why you'll find only 18 feature and service listings below. What's here, however, you'll be proud to run in your newspaper. See for yourself.

ENTERTAINMENT & TELEVISION

Tune in Tomorrow– One of the hottest syndicated items from anyone, anywhere, Jon-Michael Reed's column covers the wild soap opera scene, including weekly synopses of 14 network shows.

Tele-Log – Your best buy for camera-ready daily TV listings in either grid or rolling log format. Available any way you want it, plus program highlights, special sections for movies, specials and sports. Bonus pix/features package.

TV Scout– Daily previews, Best Bets, Weekend Roundups, personality stories and photos, Ask TV Scout, puzzles, Movie Previews and TV Scout Reports – the complete critical TV preview service.

ShowTime – A complete weekend magazine/section entertainment service featuring full-color cover art in tab and 6¾" x 7" formats. Illus. cover story, features, photos, TV-oriented cartoon panel and more.

COMICS

The Circus of P.T. Bimbo – Smash success with a silly circus setting. A caravan of cartoon characters.

Johnny Wonder – It's informative, it's fun and it's the best way we know to introduce your young people to the good habit of newspaper reading.

Funny Fizzles – This Sunday/weekend color comic feature by Jim Molica and Bill Nellor is a humorous peek into the past at real patented inventions (horse water wings, etc.) which fizzled.

Zoonies – A zany romp through the animal world from beasts to bugs. Fresh and original panel from comics world giant Craig (6'11") Leggett.

COLUMNS & AMUSEMENTS

Otherwise – Copy doesn't come any brighter than Tom Fesperman's Otherwise. A rare and refreshing column.

Jane O'Reilly– social critic, reporter, columnist and, says John Kenneth Galbraith, "one of the most resourceful, acute, mischievous, imaginative and generally professional writers in the United States today."

It's On The Tip Of My Tongue – Trivia-master Dan Carlinsky reaches into his bottomless bag of pop culture nostalgia for this entertaining weekly quiz. Gets readers involved.

Dieting Today – Award winning journalist Theodore Berland writes the broadest possible diet column to appeal to tens of millions of Americans.

Puzzles – We'd love to puzzle your readers with Find-a-Quote, Theme Crossword, Challenge Maze, Diagramless, TV Crossword, TV Teaser Puzzle, TV Test Pattern and the circulation-boosting Prize Crosswords, the successful newspaper puzzle contest.

SERVICE & READER SERVICE

Suburban Features – Columns, crossword, horoscope, Q&As, comics and more created especially for the weekly/community/suburban newspaper field. Complete and economical, too.

Enterprise Science News – Fascinating features and hard news from the only beat that extends from the microscopic to outer space. Authoritative coverage ranges from ecology and the environment to wildlife, medicine and space. Features David Hendin's The Medical Consumer. The Medical Consumer is also available as an individual feature.

London Economist News Service (LENS) – Sharpen your national and international coverage with three to five interpretive articles each week from one of the most respected magazines in the world.

Pattern Services – Why patterns? Your readers want them. In classified section or women's pages, patterns are a profitable reader service for a small space investment. One illustrated release each day on both dress patterns and needlework.

Enterprise Publications – Name a subject with maximum reader interest and you may find a reader service paperback book from Enterprise Publications. Health, benefits, gardening, sewing and other topical subjects offered regularly.

Color Comics Printing – If you're thinking about a Sunday or weekend color comics section, or looking for a better buy, think of us. Format and feature flexibility, combined with our low price, means the lineup you want at the price you want to pay.

ENTERPRISE FEATURES

a division of NEA
West Third & Lakeside
Cleveland, Ohio 44113
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ABIGAIL VAN BUREN
"Dear Abby" is the most widely read advice column in the U.S. 6 a week.

DR. ROBERT MENDELSOHN
"People's Doctor" deals frankly with subjects seldom discussed: doctor-patient trust, over-medication, hospital perils . . . 3 a week.

DR. MICHAEL FOX
The understanding pet columnist. "Ask Your Vet" deals understandingly with the health, nutrition and behavior of pets. 3 a week.

JACK HURST
Tells about country and western music and its stars. 1 a week.

DR. TED VAN DELLEN
Down-to-earth advice on "How to Keep Well." This column includes a revenue producing booklet offer that's pulling healthy reader response. Ask for details. 7 a week.

REX REED
About the whole world of show business. *Word entertainment* at its best. Movie reviews Fridays. Interviews weekends.

CHARLES GOREN & OMAR SHARIF
Most people play the Goren bridge system. Give your readers instruction from the masters. 7 a week, including weekly Q. and A.

OMAR SHARIF
Backgammon is the popular game in town. Playing tips provided weekly in this new, illustrated feature.

GERALD NACHMAN
This New York News columnist is a very funny guy. For a laugh, ask for our Nachman sampler. 3 a week.

LOU HARRIS
The country's top pollster. His reports make major news. 2 a week.

ELIOT JANEWAY
The provocative but practical, financial commentator. We'll tailor a Janeway package to fit your needs.

ELIZABETH POST
More than etiquette. She simplifies today's personal relationships with straightforward answers to readers' questions. Daily.

STAN CHESS
This inventive young man creates our popular mini-quiz, "Test Your Horse Sense." Try this in-quiz. Daily.

DR. SAUL KAPEL
New York News columnist, a child psychiatrist, helps parents understand the growth, conflicts and hang-ups of their children. 2 a week.

THE CHICAGO TRIBUNE—NEW YORK NEWS SYNDICATE, INC.: CALL (212) 949-3400.

Let's start with our newest strip...

Meet Mike Motley. He likes cold beer, ball games and the Fourth of July. A rough-cut slice of life.

• • •

Gossip...
SUZY

Nobody knows what's going on with today's Beautiful People better than Suzy. She tells it all with impeccable taste. That's why Frank Sinatra invited her to be the only reporter at his wedding. Suzy provides an open window on Society.
(Moves on the Knight Wire.)

Gossip...
LIZ

Liz Smith is the new "People" columnist of the New York Daily News. She writes about the VIP's of politics, stage, screen, TV, and publishing with a bright, breezy style. Everybody's talking gossip and Liz knows who's talking. Her column provides many of tomorrow's headlines. 3 a week.
(Moves on the Knight Wire.)

Gossip...
EAR

Washington Star reporters listen in on what's really going on in the most powerful city in the world. There's always action where the famous, the powerful, the ambitious gather, and "Ear" is there. Washington is *the* place for gossip, and "Ear" is *the* column to read. 3 a week.
(Available Courier 12.)

• • •

ERICA WILSON

Nearly half of all U.S. women did at least one needlework project last year. Hence, "Needleplay" has high appeal for women of all ages. It is an instructive feature by the leading name in the field. Illustrated. 2 a week.

• • •

JEAN MAYER

Dr. Jean Mayer, America's leading authority on nutrition, provides wise and practical advice on diet and weight control in "Food for Thought." His co-columnist, Dr. Johanna Dwyer, brings a woman's viewpoint to the feature. Money making book-offer program is available with this column. 2 a week.

See the next 3 pages for more of the CTNYNS crew.

C·T·N·Y·N·S

ANIMAL CRACKERS by Roger Bollen

Readers see what life in this jungle could be like. It would be awfully funny. The strip stars Lyle, a lion with an inferiority complex.

• • •

JUMBLE
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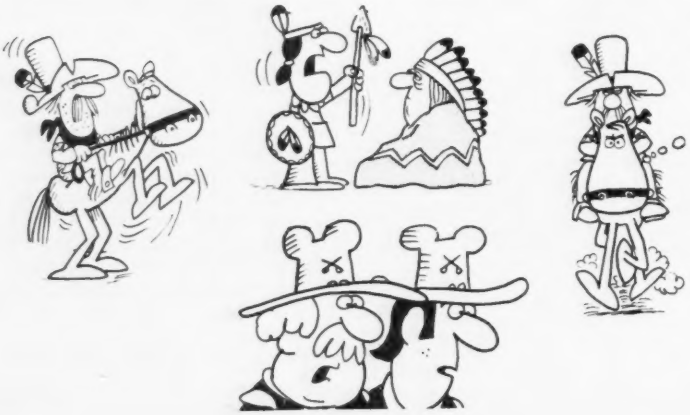

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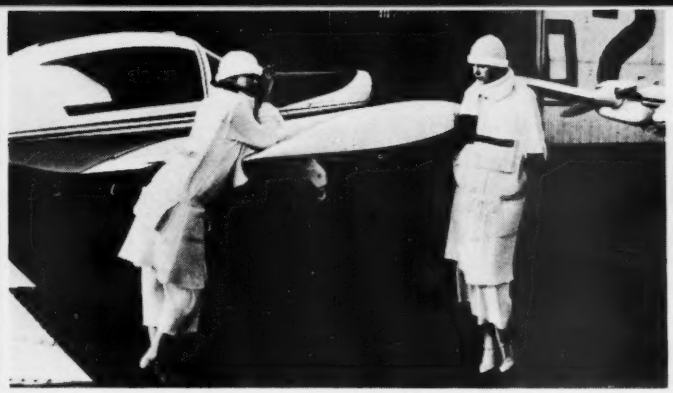

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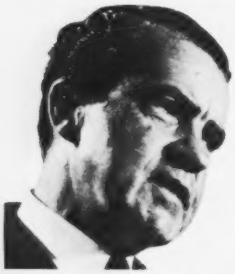

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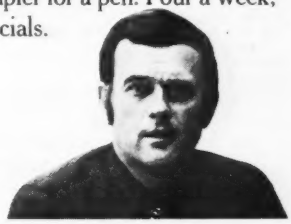

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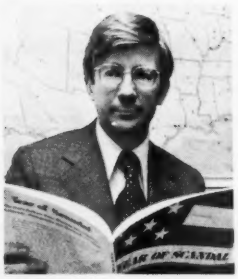

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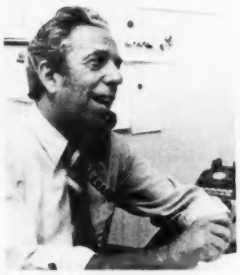

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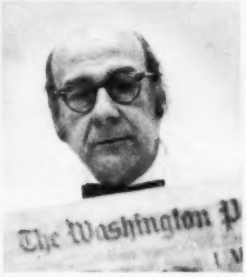

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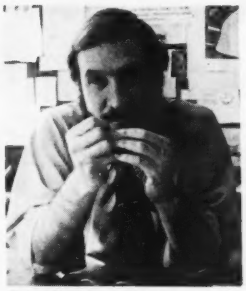

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Win the players– instigate their taste for brainpower with **"Sheinwold on Bridge"** and **"Backgammon"** by Alfred Sheinwold, **"Coin Roundup"** by Edward C. Rochette. Word makers will follow the classic **"Los Angeles Times Crossword"** by legendary Margaret Farrar, **"Why We Say"** by Bob Morgan and Pete Hoffman, **"Wonderword"** by Jo Ouellet, and **"Quote Acrostic"** by Charles Preston.

Win the faithful– seek out fidelity with **"Days and Customs of All Faiths"** by Dr. Howard V. Harper, **"Our Daily Bread"** by Rev. A. Purnell Bailey. Give guidance with the candid column for troubled young readers **"Ask Beth"** by Elizabeth Winship. Singles assurance comes from **"Single File"** by Susan Deitz. There's positive charge with Ben Burroughs **"Sketches"** and **"Things"** by Miv Schaaf. George Christian and Dr. Paul Rothaus interpret the subconscious with **"Dreams"**, a new column.

Win the star followers– bewitched tastes can be charted by Sydney Omarr's **"Astrological Forecast"** and the column decorated with **"My Stars"** by Ken Bruns

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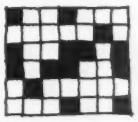

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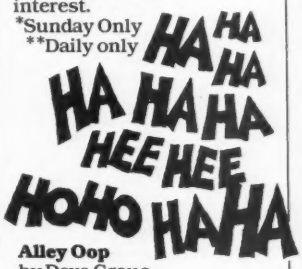

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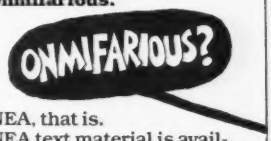

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Sunday ..... S
Contract ..... cont
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Daily except Sunday ..... dexS
Every other day ..... eod
Every other Sunday ..... eoS
Every other month ..... eom
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Fortnightly ..... fn
Individual ..... ind
Monthly ..... m
Quarterly ..... qt
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4A-Boating
5—Books
6—Bridge
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8—Cartoons and Panels (Humorous)
9—Chess-Checkers-Backgammon
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11—Columns
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- Cultural—Art, Entertainment, Literature, Poetry, Theatre (see 11—Columns)
- Current Events (see 21—History, Politics)
- Ecology (see 14B—Environment)

13—Editorial (text)
14—Editorial Cartoons
14A-Education
- Entertainment (see 11—Columns)

14B-Environment/Ecology
- Farming (see 19—Gardening)

15—Fashions
16—Fiction
17—Fillers, Poetry
- Financial (see 7—Business, Financial, Legal, Real Estate)

18—Food
19—Gardening, Farming
- Graphology (see 1—Astrology)

20—Health
21—History, Politics, Current Events
- Horoscope (see 1—Astrology)

22—Household, Do It Yourself, House Plans, Interior Decorating
- Legal (see 7—Business, Financial, Legal)
- Literature (see 11—Columns)

23—Maps
- Medals (see 38—Stamps, Coins, Medals)

24—Motion Pictures
25—Music
26—Nature
- Outdoors (see 37—Sports Outdoors)

27—Patterns
27A-Pets
28—Photography (columns on)
- Poetry (see 11—Columns)
- Politics (see 21—History, Politics)

28A-Picture/Photo Services
29—Puzzles-Quizzes
30—Radio-Television
- Real Estate (see 7—Business, Financial, Legal, Real Estate)

31—Religion
32—Research, Polls, Surveys
32A-Retirement—Senior Citizens
33—Science
- Senior Citizens (see 32A-Retirement)

34—Serials
35—Short Stories
36—Special Pages
37—Sports, Outdoors
38—Stamps, Coins, Medals
38A-Teen Age
- Television (see 30—Radio-Television)
- Theatre (see 11—Columns)

39—Travel
40—Veterans
41—Women's Pages

SYNDICATED FEATURES LISTED BY AUTHORS, ARTISTS

A

Abraham, George—The Green Thumb Question Box ..... TGT
Abraham, George—The Green Thumb ..... TGT
Abraham, Dr. Willard—Our Children ..... CNS
Adams, Anne—Dress Pattern Features ..... KFS
Adams, Bruce T.—Political Analysis ..... BIS
Adams, Dr. Carlyle—Our Religions ..... RTS
Adams, Cindy—Personalities ..... WNS
Adams, Eve—Adam's Rib ..... TWN
Adams, George Mathew—Todays Talk ..... WSS
Adams, Jean—Teen Forum ..... UFS
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Adams, Sally & Jim—Get Your $ Worth ..... MCN
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Adler, Jack—With A Smile ..... TWN
Adler, Joseph—Destination ..... ADL
Africano, Lillian—Theatre And Art USA ..... PRI
Ahern, Margaret—Our Parish ..... NCF
Ahern, Margaret—Speck ..... NCF
Ahern, Timothy—Creative Home Crafts ..... ART
Albaugh/Kaufman—Zwischenzug ..... PIL
Albitz, George—Saddle Sores ..... TWN
Albro, Frank,—Treasure Trove ..... TWN
Alderson, Court—This is Sport ..... SM
Alexander, Don—Humoresque ..... ARU
Alexander, Don—Pot Luck ..... ARU
Alexander, Henry—To The World Horizons ..... TWN
Alexander, Holmes—Holmes Alexander Column .. MCN
Alexander, Jerry—Local Editorial Cartoons ..... ALX
Alf—Soft Focus ..... KFS
Alfaro—Spanish Crossword Puzzle ..... KFS
Allen, David H.—Making Tracks ..... WTF
Allen, Olive E.—Antiques ..... DHJ
Allen, Olive E.—Gardens ..... DHJ
Allen, Robert E.—Star Gazing ..... STG
Allen, Robert S.—Inside Washington ..... FNS
Allison, Barbara—This 'n That ..... SUB
Allman, Martha—Fashion in the News ..... AUN
Alt, James—Bible Puzzle ..... NCF
Altiere, Fred—Tad McBrad ..... UNP
Alwyn, Martin—Ask Anybody .... Anything .... NANA
Amory, Cleveland—Amory's People ..... LAT
Anastasi, April—Beauty Hints ..... ASC
Anders, Clarice—The Mixer ..... AR
Anders, Ronald—Coin Notes ..... AR
Anders, Ronald—Stamp Nook ..... AR
Anderson, Brad—Grandpa's Boy ..... SM
Anderson, Brad—Marmaduke ..... UFS
Anderson, Carolyn—Carolyn's Collections ..... AMW
Anderson, Dave—Sports of the Times ..... NYT-NS
Anderson, David E.—Religion in America ..... UPI
Anderson, Howard—In Over My Head ..... YAN
Anderson, Jack—Jack Anderson's Weekly Special .. UFS
Anderson, Jack—Washington Merry-Go-Round .... UFS
Anderson, Jennifer—Ask Jennifer ..... LAT
Anderson, Jennifer—Beauty Illustrated ..... LAT
Anderson, Jennifer—How Women Turned Themselves Beautiful ..... LAT
Anderson, Nancy—Hollywood Hotline ..... CNS
Anderson, Nancy—Yesterday's Stars Today ..... CNS
Anderson, Pat—Astronits ..... AND
Anderson, Ruth Nathan—VIP Medical Grapevine .. VMG
Anderson, Tom—Straight Talk ..... AMW
Andriola, Alfred—Kerry Drake ..... FNS
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Angus, Robert—CB City ..... MCN
Anthony, Dart/Loy, Damon—Entertainment World TWN
Anthony, Noel—Continental Diary ..... NANA
Apgar, Garry—The Apgar Cartoon ..... HIG
Appleton, Jerry—TVQ ..... TSS
Armstrong, Richard—It's Your Life ..... MCN
Armstrong, T.—Famous Caricatures ..... OPS
Arnold, Henri & Bob Lee—Junior Jumble ..... CTN
Arnold, Henri & Bob Lee—Jumble ..... CTN
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Arnold, Russ—Nothing But the Truth ..... SM
Arriola, Gus—Gordo ..... UFS
Arthur, Marv.—Made Public ..... ARU
Arthur, Marv.—Time For Action ..... ARU
Arthur, Marv.—Voice of Freedom ..... ARU
Arthur, Marv.—World Spotlight ..... ARU
Ascher, Sidney—Growing Older with Sidney Ascher ASC
Ascher, Sidney—Sid Ascher's World ..... ASC
Austin, John—Books-of-the-Week ..... HIS
Austin, John—Hollywood's Unsolved Mysteries .... HIS
Austin, John—Hollywood Inside ..... HIS
Austin, John—Inside Daytime TV ..... HIS
Austin, John—Stars And Sports ..... HIS
Austin, John—Television Inside ..... HIS
Austin, Norman—Freighter Travel ..... HIS
Auth, Tony—Tony Auth Cartoons ..... WPW

B

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Bach, Mickey—Word-A-Day ..... FNS
Bachmann, Marcy—Frankly Female ..... OAK
Bachrach, Bert—Now See Here! ..... KFS
Bacon, James—Hollywood Hotline ..... NANA
Bacon, James—Hollywood Is A Four-Letter Town .. CNF
Bacon, Jim—TV Tune-In ..... UFS
Bacue, Don—Better Camping ..... BRK
Baginski, Frank; Dodson, Reynolds; Persky, Mort—Splitsville ..... LAT
Bailey, Rev. A. Purnell—Our Daily Bread ..... LAT
Bain, George—London Report ..... TSS
Baker, Harry M.—Antiques In America ..... TPJ
Baker, Jim—Ben Hardy ..... PIO
Baker, Jim—As You Were ..... PIO
Baker, Joan—Record Rap ..... WOR
Baker, Russell—Observer ..... NYT-NS
Bald, Ken—Dr. Kildare ..... KFS
Baldrige, Letitia—Contemporary Living ..... LAT
Ball, Hal—Inflation Fighters ..... RPS
Ball, Hal—Ski Trails ..... RPS
Balzer, Robert Lawrence—Wine Connoisseur ..... LAT
Barach, Norma—Meichels ..... JTA
Baranik, Gary—Authors & Books ..... BAR
Barbera-Hanna Productions—Flintstones ..... MCN
Barbera-Hanna Productions—Yogi ..... MCN
Barnes, J. & Bruckner, R.—Aviation ..... BIS
Barnes, Jack—Crime Science ..... BIS
Barnes, Jean—Today's Treasures ..... NEA
Barnes, Ruth—The Better Half Daily ..... RTS
Barnes, Ruth—The Better Half Page ..... RTS
Barr, Jeff—Jazz On Record ..... TWN
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Bartlett, Charles—News Focus ..... FNS
Barry, Dan—Flash Gordon ..... KFS
Barry, Seymour, Lee Falk—Phantom, The ..... KFS
Barry, William—Michael Brand ..... ADV
Basch, Buddy—Army Funnies ..... BAS
Basch, Buddy—Celebritee-Hees ..... BAS
Basch, Buddy—Entertainment Whirl ..... BAS
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Basch, Buddy—Real Names/Reel Names ..... BAS
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Basch, CJB Jr.—Scramble Steps ..... BAS
Bascomes, The—Along The Camping Trail ..... BA
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Bascomes, The—Along The Wine Trail ..... BA
Bascomes, The—Travel Along ..... BA
Basset, Gene—Gene Basset ..... UFS
Bateson, Tom—Collector's Corner ..... UFS
Batiuk, Tom—Funky Winkerbean ..... FNS
Battelle, Phyllis—Assignment: America ..... KFS
Battista, Dr. O. A.—Health Today ..... SBP
Baughman, Bill—Photo Info ..... BAU
Baum, Herman—The House Doctor ..... RTS
Bauman, Richard—To Pick Up A Dull Conversation TWN
Baur, Don/Craig Barbara—Christmas Strip ..... NEA
Beale, Betty—Betty Beale's Washington Letter .. FNS
Bean, Louis M.—Political Futures ..... NANA
Beard, James A.—Beard on Food ..... WSS
Beaudoin, Mike—Green & Grassy ..... BEA
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Look . . . and Feel Your Best ..... RBN
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Bridges, Herb—Show Biz ..... MOR
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Brooks/Chapman—Ask Andy ..... LAT
Brooks, Dick—Jackson Twins ..... MCN
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Brown, Bill & Casson, Mel—Boomer ..... UFS
Brown, Bob—Science For You ..... LAT
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Jerry Brown ..... CNF
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Brucker, Herbert—The Passing Scene ..... BRU
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Bryan, Lee—Have Fun! ..... BLA
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Buresch, Joe E.—The Kids ..... JEB
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Butcher, Lee—Eye On Medicine ..... TWN
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C

Caen, Herb—It's News To Me ..... CHR
Califano, Joseph—A Presidential Nation ..... LAT
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Callahan, Rosellen—Tips For Trips ..... EES
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Campbell, Don G.—Daily Investor ..... UFS
Campbell, Don G.—Mutual Funds ..... UFS
Caniff, Milton—Steve Canyon ..... FNS-KFS
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Carden, Charles E.—Daily Stock Market Chart
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Carden, Charles E.—Sunday Stock Market Chart
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Carden, Karen—Medical Memo ..... TWN
Carden, Ray E.—Understanding Insurance: A
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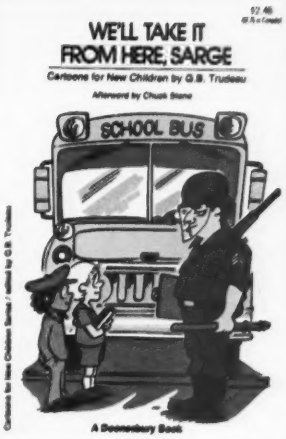

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Majerski, Thomas—Growing Up Around The World . TWN
Majerski, Thomas J.—Your Mind In Action ..... TWN
Malino, Emily—Design For People ..... UFS
Manners, Dorothy—Hollywood ..... KFS
Manion, Marilyn—Marilyn Manion ..... AMW
Mann, Steve—In The Cellar ..... MOD
Marcus, Joe—Soccer ..... SCI
Marcus, Jerry—Trudy ..... KFS
Margolius, Sidney—For The Consumer ..... WNS
Marks, Dorothy—Washington Women ..... WNS
Marlette, Douglas—Marlette ..... KFS
Marshall, Jan—How To Make The Best Of You! (Beauty Feature) ..... RBN
Marshall, Chester Allen—Test Your Horse Sense .. CTN
Marthen, Joseph—Inside Woody Allen ..... KFS
Martin, John Bartlow—Adlai Stevenson of Illinois . LAT
Martin, Marian—Dress Pattern Features ..... KFS
Martin, M. W.—Fact-O-Rama ..... MAR
Martin, M. W.—Medicalia ..... MAR
Martin, M. W.—Sign-O-Rama ..... MAR
Massey, Sarah Lee—Child's Play ..... TWN
Masson, Walter—Down To Earth ..... DTE
Mastro, Susan Duff—Calorie Countdown ..... MCN
Matthews, Garrett—Just Supposin' ..... TWN
Matthews, Kevin—Anagrams ..... UFS
Mattson, Marie—Trip Tips ..... MAT
Mauldin, Bill—Mauldin ..... FNS
Maver, Alan—Sports Cartoons ..... KFS
Maxwell, Phyllis—Channel Chatter ..... TWN
Maxwell, Phyllis—Rube From Trube ..... TWN
Maxwell, Rod—The Hawk ..... PF
May, Antoinette—Single By Choice ..... TWN
May, Antoinette—Starcast ..... CHR
Mayer, Barb—Consumer Cues ..... CNS
Mayer, Dr. Jean—Food For Thought ..... CTN
McArthur, Jack—Finance ..... TSS
McCabe, Charles—The Fearless Spectator ..... CHR
McCarthy, Fred—Brother Juniper ..... FNS
McClure, Darrell—Read & Remember ..... OPS
McCombs, Julia C.—Sew Biz ..... COE
McCoo, Wayman, M.D.—Your Medicine Chest .... WOR
McCormack, Michael—CB Sender ..... CNS
McCormack, Patricia—Woman's World ..... UPI
McCormack, Patricia—Education Today ..... UPI
McCormick, Tom & Les Carroll—Our Boarding House ..... NEA
McDaniels, Jim—Gran'pa Mac ..... TWN
McDonald, Elvin—Plants In The Home ..... KFS
McDonald, Paula & Dick—Loving Free ..... SMP
McElhattan, Dean—Cartoons ..... AMW
McFeatters, Dale—Strictly Business ..... FNS
McGarvy, Carol—Let's Ask The Cook ..... RTS
McGill, Angus & Poelsma, Dominic—Ms. Augusta . UNP
McGinnis, Sonia—Astro Analysis ..... MOR
McGinnis, Sonia—Crossword Puzzle ..... MOR
McGinnis, Thomas—Open Family Living ..... DDS
McGinty, Brian—Judge For Yourself ..... TWN
McGovern, Bob—McGovern Cartoon ..... NCF
McGrath, Mary—The Wine Rack ..... MCN
McGraw, Tug & Witte, Mike—Scroogie ..... CTN
McGrory, Mary—Mary McGrory Column ..... WSS
McKenzie & MacNelly—We Hold These Truths .... UFS
McLeod, Robert Emmett—Book Reviews ..... FEA
McNally, Joel—Playback ..... SMP
McQueen, Kate—Common Cents ..... ASI
McQuillan, Brice—American Enterprise ..... TWN
McQuillan, Brice—Headline Re-write ..... TWN
McSkimming, Roy—Book Reviews ..... TSS
McWhirter, Ross & Norris—According to Guinness UNP
Means, Marianne—Marianne Means' Washington .. KFS
Mehle, Aileen—Suzy Says ..... CTN
Meilach, Dona Z.—Creative Crafts ..... MEI
Meltzer, Bernard—Meltzer on Real Estate ..... FNS
Mendelsohn, Dr. Robert—People's Doctor ..... CTN
Menees, Tim—Wordsmith ..... UNP
Mengenhauser, Jane—Kitchen Sampler ..... KSS
Menninger, Dr. Walt—In-Sights ..... UNP
Menkin, Peter—Front Page ..... TWN
Merrell, Jesse H.—Religion and the Times ..... MER
Merrell, Jesse H.—Washington Welter ..... MER
Messick, Dale—Brenda Starr ..... CTN
Metcalfe, Kristina—Portraits ..... POR
Metz, Robert—Market Place ..... NYT-NS
Metzger, H. Peter—Science Critic ..... ESN
Meyer, John—Canadian Business Report ..... TSS
Michaels, Ken—Biochart ..... SUN
Michels, Marcia—Broadway Vignettes ..... AMF
Michels, Marcia—TV From A Woman's Viewpoint . AMF
Michels, Marcia—Video Vignettes ..... AMF
Midura, Edmund—A Heartbeat Away—Our Vice Presidents ..... MID
Midura, Edmund—Can Collecting ..... MID
Midura, Edmund—Movie Quiz ..... MID
Midura, Edmund—Nostalgia Quiz ..... MID
Midura, Edmund—Sports Quiz ..... MID
Midura, Edmund M.—Stamps Are Fun! ..... MID
Midura, Edmund—Stamp Quiz ..... MID
Midura, Edmund M.—Trivia Test ..... MID
Midura, Edmund—TV Quiz ..... MID
Mikkelsen, Dahl—Ferd'nand ..... UFS
Miles, John—Perkins ..... RTS
Millar, Jeff/Hinds, Bill—Tank McNamara ..... UNP
Miller, Eugene—Your Medicare ..... MLN
Miller, D.V.M., Dr. Frank—The Wonderful World of Animals ..... CHR
Miller, Irma Ganz—Etc. & P.S. ..... SA
Miller, Irma Ganz—Sports . . . Postpaid ..... SA
Miller, Irma Ganz—Sport & Recreation ..... SA
Miller, Irma Ganz—Soccer Shots ..... SA
Miller, Kirk—Miller's Fillers ..... MOR
Miller, Mary Sue—A Lovelier You ..... FNS
Miller, Wanda—Notes From Nena ..... TWN
Miller, William J.—Wishing Well ..... KFS
Milmoe, Eugene—Your Car ..... LAT
Mink, Randy—Youth On The Go ..... MIK
Miracle, Phillip—All About Phil Miracle's World . TWN
Misch, Robert J.—Eat, Drink & Be Merry ..... WNS
Mitchell, Phyllis—Happier Living ..... MIT
Mitchell, Phyllis—Phyllis Mitchell's Column ..... MIT
Mitchell, Phyllis—Your Life and Mine ..... MIT
Mockridge, Norton—Norton Mockridge ..... UFS
Mogensen and Cornelius—Moco ..... LAT
Molica, James/Nellor, William—Funny Fizzles ..... EF
Mollenhoff, Clark—Watch on Washington ..... RTS
Molloy, John T.—Making It ..... SMP
Montaner, Carlos A.—Latin View Of The U.S. .... ALA
Moon, Ben L.—Just For Kids ..... MNC
Moon, John C.—Point Blank ..... CNS
Moores, Dick—Gasoline Alley ..... CTN
Moran, Thomas E.—Sportsville ..... TWN
Morehouse, Rebecca—Celebrity Interviews ..... WNS
Moreno, Pedro R.—Brother Simon & Lucas ..... TWN
Moreno, Pedro R.—Chris ..... TWN
Morgan, Bob & Hoffman, Pete—Why We Say .... LAT
Morgan/Carlgren—Gee-Oh-Metriks ..... MSCF
Morgan, Frank—Time Capsules ..... TWN
Morris, Hugh L.—Housing News ..... MNS
Morris, Milt—Editorial Cartoon ..... APN
Morris, William & Mary—Words, Wit & Wisdom .. UFS
Morse, Jane—The Penny-Wise Traveler ..... KFS
Moskowitz, Milton—Milton Moskowitz Column .... LAT
Mosley, Leonard—Lindbergh: A Biography ..... DDS
Moss, Geoffrey—Mossprints ..... WPW
Moss, Sterling—Motor Tips ..... SBP
Mulaney, Tom—The Week In Finance ..... NYT-NS
Murphy, Frank G.—Faces In The News ..... DIS
Murphy, Jack—Various Titles ..... CNS
Murphy, Jim—Speaking of Science ..... UNI
Murphy, John Cullen—Big Ben Bolt ..... KFS
Murray, Bill—Celebrity World ..... MFS
Murray, Bill—"Those Browns" ..... MFS
Murray, Carolyn S.—Your Home ..... LAT
Murray, Dorothy—How Times Have Changed ..... TWN
Murray, Jim—Jim Murray Sports Column ..... LAT
Murray, Luanne—Around Hollywood ..... TWN
Musial, Joe—The Katzenjammer Kids ..... KFS
Musick, Charles—Heartline ..... RTS
Myers, Dan—Dan Myers Column ..... MYR
Myers, Russ—Broom-Hilda ..... CTN
Myerson, Bess—Listen, Bess ..... CTN

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Nachman, Gerald—Double Take ..... CTN
Nader, Ralph—In The Public Interest ..... RTS
Nagel, Claire—Kids' Corner ..... COF
Naismith, Helen—Celebrity Dining ..... TWN
Naismith, Helen—Eppi The Hostess's Helper .... TWN
Nash, Bruce—Play Ball ..... TWN
Nash, Bruce—Who Was That Masked Man? ..... TWN
Nash, Bruce—Your American Heritage ..... TWN
Naylor, J.—Astrology—Today ..... SBP
N.B.A.—N.B.A. Tipoff ..... UFS
Neilan, Edward—Asia Memo ..... CNS
Nellor, Bill—The Old Pro ..... TWN
Nellor, William/Molica, James—Funny Fizzles ..... EF
Nesoff, Bob—Camping All Year Round ..... MCN
Nesoff, Bob—Travel & Leisure ..... GSM
Nettleton, Ida—A Problem Today ..... SBP
Newman, Ralph—Autobiography of Abraham Lincoln DDS
Newman, Shirlee/Cocoran, Jean—Hooray For Kids . TWN
Newsom, Phil—Foreign News Commentary ..... UPI
Newsom, Phil—Phil Newsom ..... NANA
Nickens, Frank—Otto Sez ..... HPS
Nicklaus, Jack—Play Better Golf—With Jack Nicklaus ..... KFS
Nidetch, Jean—Thinking Slim ..... SUB
Nightingale, Gay—Indoor Gardening ..... ITP
Nobile, Philip—Uncommon Conversations ..... UNP
Nofzinger, Ed—Animalogic ..... LAT
Nolan, Martin F.—Martin F. Nolan ..... UFS
Norris, Paul—Brick Bradford ..... KFS
Novak, Michael—Against The Tide ..... NCF
Novak, Michael—Michael Novak ..... WSS
Novak, Ralph—Novak's Column ..... NEA
Novak, Robert & Roland Evans—Inside Report .... FNS
Noyes, Crosby S.—Watching the World ..... WSS
Nugent, Art—Funland ..... UFS
Nussbaum, Martin—Computer—Friend or Foe .... TWN
Nydick, David—You, Your Child and School ..... DAN
Nydick, David—You, Your Child & Sports ..... DAN
Nydick, David—You, Your Child and Entertainment DAN

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Oakley, Don—Oakley's Commentary ..... NEA
Obis, Paul—Ask Mr. Natural ..... VTN
O'Brian, Jack—Voice of Broadway ..... KFS
O'Donnell, Peter—Modesty Blaise ..... LAT
O'Donnell, Red—Nashville Sound ..... WSS
O'Flaherty, Terrence—Assignment: Television .... CHR
Ogden, Theodore Roosevelt—Dear Teddy, Washington, D.C. ..... TWN
O'Hare, James H.—Football Fact Finder ..... MCS
Oka, Tom—Deems ..... SM
Olden—The Genius ..... KFS
Olderman, Mrray—All Yo Got To Do Is Ask Murray Olderman ..... NEA
Olderman, Murray—Olderman's Column ..... NEA
Olderman, Murray—Olderman Cartoons ..... NEA
Olga—Olga Knows ..... MCN
Oliphant, Patrick—Patrick Oliphant Cartoon ..... LAT
Olivera, Lucho—Gunner ..... KFS
Olshan, Mort—Basketball Prophecy ..... MOS
Olshan, Mort—Handi-Football Ratings ..... MOS
Olshan, Mort—Hoop Ratings ..... MOS
Olshan, Mort—Pigskin Prophecy ..... MOS
Olshan, Mort—Pro Pix ..... MOS
Omarr, Sydney—Astrological Forecast ..... LAT
O'Neill, Sarge—Cartooncatures ..... SOU
O'Neill, Sarge—Jack Knife & T. Spoon ..... SOU
O'Neill, Sarge—Lippy The Yippy ..... SOU
O'Neill, Sarge—Shanghai Lil ..... SOU
O'Neill, Sarge—Smiling Out Loud ..... SOU
O'Neill, Sarge—Barnyard Gate ..... SOU
O'Reilly, Don—Dateline: Detroit ..... AU

O'Reilly, Don—Inside Auto Racing ..... AU
Orben, Robert—Orben's Comedy Fillers ..... COC
Orben, Robert—Start 'em Laughing ..... COC
Orcutt & Heckman—Ask About Antiques ..... UFS
Orloff, Ed—Medicine Digest ..... CFI
Orr, Bobby—Hockey Tips ..... SUN
Osol, Bernice Bede—Astro*Graph ..... NEA
Osol, Bernice Bede & Elmarine Hanratty—
This Week In Astrology ..... NEA
O'Sullivan, Joan—Women's Way ..... KFS
Ouellet, Jo—Wonderword ..... CWF-LAT
Overgard, Wm. and Allen & John Saunders—
Steve Roper ..... FNS

P

Pablo—Punch Line ..... PAU
Packer, Win—Easy Does It ..... TSS
Palen, Jerry—Stampede ..... KSF
Palmer, Arnold—Arnold Palmer Method ..... UFS
Palmer, Florence K.—Our Rugged Constitution ... PAM
Palmer, Florence K.—Sportwise ..... PAM
Palmer, Florence K.—Trials and Tribulations .... PAM
Palmer, Florence K.—You Judge It ..... PAM
Palmer, Gary—The Coin Box ..... CNS
Palmer, Paige—Fashion 'n Figure ..... FAS
Palmer, Page—World Wide Travel Advice ..... FAS
Paquin, Jo—Premier Crossword Puzzles
with Cryptoquips ..... KFS
Parenteau, Shirley—California Crossroads ..... WWF
Parker & Hart—The Wizard of Id ..... MIL
Paker, Brant & Johnny Hart—The Wizard of Id .. FNS
Partch, Virgil—Big George ..... FNS
Pascal, Nicole—Addy Lib Quotes: ..... EMA
Paschen, Bernice—Crossword Puzzle ..... SM
Pasmanink, Wolf—Poetry ..... WUP
Passell, Peter—How To Series ..... LAT
Passera, Carlos A.—Latinoamerican General
Features ..... AMU
Pastoret, Phil—Barbs ..... NEA
Patrick, Sam and Gorge Reasons—They Had a
Dream ..... LAT
Patt, G. H.—Handiaids ..... TWN
Patterson, Jas.—Car Reports ..... THG
Patterson, Louise—Good Buys: What, Where, Why TWN
Pattington, Meader G.—Monthly Review of
Loony Larcenies ..... TWN
Paul, Jan—Around The House ..... PAU
Paul, J. S.—On The Bum ..... PAU
Paulus, John Douglas—On The Other Hand ..... MCF
Paulus, John Douglas—Everybody's Business ..... MCF
Paulus, Mid—Book Marks ..... MCF
Paulus, Mildred H.—My Basket of Recipes ..... MCF
Paylidis, Manos—Demetrakis ..... MCF
Paxson, Richard, Jr.—One Minute Crossword .... TWN
Payette, Virginia—Virginia Payette ..... UFS
Payne, Dee—MS Anna Belle ..... TWN
Payne, Dee—Your Best Years ..... TWN
Payne, Sanford C., Jr.—Thumb Nail Sketches .... PAY
Payne, S. Clem—The Illiterate Journal ..... PAY
Payne, Sanford—Fillers ..... PAY
Payton, B. L.—Figure Fun ..... TWN
Pearsall, Robert—Coinword ..... LAT
Pearson, Charles D.—Notes On the News .... PEA-MIL
Pederson, Kern—If I Had My Way ..... TWN
Pederson, Kern—Just Imagine ..... TWN
Pederson, Kern—Little Farmer ..... SM
Pederson, Kern—One For The Road ..... TWN
Pederson, Kern—Our Paper Boy ..... TWN
Pederson, Kern—Your Daily Paper—Read It—
Use It ..... TWN
Perkins, F .N.—Criss Cross Puzzle ..... SPS
Pelton, Robert W.—Bicentennial Kitchen Corner .. TWN
Pelton, Robert W.—Graphoanalysis Scrapbook .... TWN
Pelton, Robert W.—Map Madness ..... TWN
Pelton, Robert W.—Would You Believe ..... TWN
Pepper, Warren S.—Sex Life ..... BIS
Perew, T.—Subhuman Relations ..... TWN
Perkins, Steve & Herskowitz, Mickey—
Sports Hot Line ..... UNP
Persky, Mort; Dodson, Reynolds; Baginski, Frank—
Splitsville ..... LAT
Peter, Dr. Lawrence T.—Peter's People ..... MAN
Peters, Mike—Mike Peters ..... UFS
Peterson, Cylde—C. P. Houston ..... RTS
Peterson, Clyde—Sidebarbs ..... RTS
Peterson, Jon—About My Garden . . . Questions
& Answers ..... BRK
Peterson, Jon—Backyard Gardener ..... BRK
Peterson, Jon—Indoor Gardener ..... BRK
Peterson, Jon—Mr. Flugg ..... NEA
Petti, M., M.D.—Health Capsules ..... UFS
Philcox, Fred—Would You Believe? ..... CIT
Philcox, Fred—Grab Bag ..... CIT
Pidity, Stu—Bureaucratic Bumbling ..... TWN
Pierce, Phil E.—Pungent Prayer ..... PUN
Pike, Charles—Pike Peaks ..... TWN
Pilsworth, Graham—Pilsworth Cartoons ..... TSS
Pinkerman, John A.—A Changing World ..... CNS
Pinkley, Virgil—Write On ..... CNS
Pinter, Walter—Lucky & Able ..... TWN
Player, Gary—Gary Player's Golf Class ..... KFS
Poblete, Omar—Latinoamerican News ..... AMU
Poelsma, Dominic & McGill, Angus—
Ms. Augusta ..... UNP
Poinier, Art—Poinier ..... UFS
Pokress, Jack—Jack Pokress Reporting Sports Column NFI
Pokress, Jack—Sports Photo ..... NFI
Pokress, Jack—Sports Photo Service ..... NFI
Polk, Irwin J., M.D.—Man and Medicine ..... PAG
Pollan, Clay—Star Gazer ..... MCN
Pollan, Clay—Scram-Lets ..... MCN
Pollan, Clay—Horoscope ..... MCN
Polttoon, Milford—Wretched Mess News ..... LAT
Pompey, Joseph H.—World of Stamps ..... TWN
Porter, McKenzie—McKenzie Porter ..... SUN
Porter, Sylvia—Your Money's Worth ..... FNS
Posey, Ron—Ski World ..... MOD
Posner, Jack—Capitol Comedy ..... POS
Post, Elizabeth—Doing the Right Thing ..... CTN
Post, Howard—The Dropouts ..... UFS
Post, Richard W.—Get Well and Stay Well ..... TWN
Potter, Bill—Woody's World ..... UFS
Poussaint, Dr. Alvin F.—Minority Human
Relations ..... BPS
Power, Al—Sports Quiz-Cross ..... YPL
Powers, Bob—Moneysavers ..... CRE
Powers, Bob—Write Words That Work ..... CRE
Ppalling, A.—A. Ppalling Definitions ..... TWN
Ppalling A.—BureauCrazy Is ..... TWN
Ppalling, A.—For A. Ppalling Questions
And Answers ..... TWN
Ppalling, A./McTague, Mickey—Lines To Gag On .. TWN
Ppalling, A.—The Wit & Wisdom of Ordinary
People ..... TWN
Preston, Charles—Quick Acrostic ..... LAT
Prentice John and Fred Dickerson—Rip Kirby .. KFS
Price, Eleanor—All About Pets ..... LAT
Price, James G., M.D.—Family Physician ..... SUB
Price, Roger—Grumps ..... MAN
Prince & Fiebig—Anonymous ..... LAT
Prinkey, John—Bee Smart ..... FSF
Prinkey, John—Test Your Esp ..... FSF
Prinkey, John—Who'zit ..... FSF
Prinkey, John—Zodiyaks ..... FSF
Prochnow, Herbert V.—Test Your Humor ..... TWN
Proudfoot, Jim—Jim Proudfoot ..... TSS
Pugner, Mark—Wine Primer ..... TAG
Puleo, Vincent—On The Screen ..... TWN
Pyle, Dolores—Your Horoscope Forecast ..... PYL

Q

Quart, Julie—Teleword ..... LAT
Queen, Alan/Queen, R.—Scientific Topics ..... PWF
Queen, Robert I.—News Features ..... PWF
Quellet, Jo—Wonderword ..... LAT
Qunicy—Our Ancestors ..... SUB
Quinn, Jane Bryant—Staying Ahead ..... WPW
Quinn, W.—Mazes Galore ..... OPS

R

Raden, Don & Ross, Ken—Selling Short ..... UNP
Raden, Don—Suburbia ..... SUB
Radl, Shirley L.—Mothers Are People, Too ..... TWN
Raduta, Henry & Bibber, Max—Winnie Winkle .. CTN
Rafferty, Max—Max Rafferty Column ..... LAT
Ramos—Spanish Crossword Puzzle ..... KFS
Rand, Lester—Teen-Agers Say ..... YOU
Rand, Lester—The Youthful Viewpoint ..... YOU
Rand, Lester—Today's Teens ..... YOU
Randal, Judith—Judith Randal ..... PRI
Randon, Don—Idea Man ..... TWN
Rands, How—Twitch ..... SM
Rands, How—Fun-Bug ..... SM
Rapp, Joel & Lynn—Dear Mother Earth ..... LAT
Ration, Libby—Liberation Legislation ..... TWN
Ratliff, Dick—The Political Events ..... TWN
Ray Al—Sports Special ..... CSP
Raymond, Jim & Young, Dean—Blondie ..... KFS
Read, Peggy—Food ..... EPS
Reardon, Maureen—The New Etiquette ..... UNP
Reasons, George & Sam Patrick—They Had a Dream LAT
Reed, Ed—Off Record Page ..... RTS
Reed, Ed—Off Record Daily ..... RTS
Reed, Jon, Michael—Tune In Tomorrow ..... EF
Reed, Larry—Punk Rhymin ..... TWN
Reed, Rex—Movie Reviews ..... CTN
Reed, Rex—Rex Reed (Personalities) ..... CTN
Reed, Sue—Samantha Reads Your Stars ..... SUB
Rehns, Charles—Distillates of Random Thoughts .. REH
Rehns, Charles—Isn't It the Truth? ..... REH
Rehns, Charles—The High Road To Business .... REH
Rehns, Charles—Tasty Tales ..... REH
Rehns, Charles—Wisdom in the Street ..... REH
Rehns, Charles—Harvest Time of Life ..... REH
Rehns, Charles—Live Longer, Be Happy ..... REH
Rehns, Charles—Good Health Through Mind
Power ..... REH
Rehns, Charles—Self Service For Better Living .. REH
Rehns, Charles—Winning Ways— ..... REH
Reichart, Ronald J.—Turf Tips ..... TWN
Reid, Ace—Cowpokes ..... COW
Resnickoff, Philomeme—Psychedelic Living ..... LAT
Reston, James—Column ..... NYT-NS
Reynolds, Ann, Ph.D.—If Your Name Is ..... RFS
Rhoades, Judith G.—You & Your Money ..... CNS
Riblet, Carl, Jr.—Isn't It The Truth ..... INO
Richardson, John—Life In The Big City ..... RCH
Richey, D./Bosch, P.—How To Be Rich & Beautiful RBN
Richey, Dorothy—The Other Side ..... RBN
Richey, Dorothy/Bosch, Patricia—Today's Woman
in Today's World ..... RBN
Richey, Dorothy & Noyes—Dorothy Richey's
Travel Talk ..... RBN
Richman, Milton—Sports Parade ..... UPI
Ricker, Dorothy—Teen Age Mail ..... RIC
Riddle, Maxwell—Your Family Pet ..... AF
Riddle, Ned—Mr. Tweedy ..... LAT
Ridgeway, Frank and Ralston Jones—Mr. Abernathy KFS
Riesel, Victor—Inside Labor ..... FNS
Riggenbach, Jan—Backyard Bounty ..... JAN
Righter, Carroll—Carroll Righter Horoscope ..... MCN
Riley, Thomas—Other Places Other Times ..... TWN
Riordan, James—Rock, Pop Times ..... RPT
Risso, Mario—Stromboli ..... TWN
Ritter, John & Levine, Paul—Balance of Justice .. LEG
Ritter, John & Levine, Paul—You Be The Judge .. LEG
Ritter, John & Levine, Paul—Legal Briefs ..... TWN
Ritz, Dorothy—Home Line ..... LAT
Rivers, Lucille—Lucille Rivers On Sewing ..... FNS
Robbins, Frank—Johnny Hazard ..... KFS
Roberts, Rick—TV Mailbag ..... CNS
Roberts, Sandy—Dining Out ..... GSM
Roberts, Wayne—Any Man Can ..... TWN
Robin—Woodsies ..... TWN
Robinson, Jerry—Still Life ..... CTN
Robinson, Lisa—Rock Talk ..... FNS
Roche, John P.—A Word Edgewise ..... KFS
Roche, R. A.—Flamingo ..... PT
Rochette, Edward C.—Coin Roundup ..... LAT
Rodewalt, Vance—Rodewalt ..... MIL
Rodewalt, Vance—The Byrds ..... TSS
Rodrigues, Charles—Casey ..... CTN
Roesch, Roberta—Jobs . . . How To Do What
You Want To Do ..... MSCF
Rogers, Dick—Johnny Wonder ..... EF
Rogerson, Cliff—Tee Vee Laffs ..... UFS
Rollins, Carole—Things To Do ..... TWN
Roman, Alexander J.—Alexander J. Roman ..... LNS
Romine, Joanne—Graffiti Graphology ..... MOD
Roper, Burns W.—Roper Poll ..... LAT
Roschev—Roschev Editorial Cartoons ..... TSS
Rose, Elinor K.—Rosettes ..... ROS
Rose, Elinor K.—Sugar and Spice ..... AF
Rosefsky, Robert S.—Speaking Dollar-Wise ..... LAT
Rosen, Jay—Record Reviews ..... BIS
Rosenblum, Robert—Better Bridge ..... CNS
Roosevelt, Edith Kermit—Between the Lines ..... ROO
Ross, Ken & Raden, Don—Selling Short ..... UNP
Ross, Martin J.—A Good Book to Read ..... LAW
Ross, Martin J.—Business Briefs ..... LAW
Ross, Martin J.—Landmark Decisions ..... LAW
Ross, Martin J.—Legal Aid ..... LAW
Ross, Martin J.—Letters From Dad ..... LAW
Ross, Martin J.—People and Problems ..... LAW
Ross, Martin J.—The Law Brief ..... LAW
Ross, Martin J.—The Law Letter ..... LAW
Rossiter, Al. Jr.—Science Today ..... UPI
Rothkirch, Edward V.—Junk or Treasure? ..... TWN
Rourke, Violet B.—Fillers ..... TWN
Rouson, John—Ladies Day ..... LAT
Rouson, John—Little Sport ..... LAT
Rowan, Carl T.—Carl Rowan ..... FNS
Rowan, Hobart—Economic Impact ..... WPW
Rowse, Arthur E.—Consumer Contact ..... CNI
Roxanne—Sew Like A Pro ..... APN
Rubin, Dr, Dorothy—Let's Do It Together ..... PRI
Rudy, Ann—Once Over Lightly ..... CNS
Rukeyser, Merryle Stanley—Everybody's Money .... SIM
Rukeyser, Louis—Louis Rukeyser Column ..... MCN
Rupe—Freddy ..... FNS
Rusher, William—The Conservative Advocate ..... UNP
Russell, Mark—Mark Russell Column ..... LAT
Russell, Peggy—Country Music People ..... TWN
Rutberg, Sidney—Money Matters (WWD) ..... FA
Ruth, Philippa—'Bout Books ..... WOR
Rutledge, Dr. Aaron—Of Men and Women ..... UNP
Ryan, Marsha—Celebrity Cookbook ..... TWN
Ryan, Steve—Puzzle Cards ..... CNS
Ryan, Steve—Zig-Zag ..... CNS
Ryan, Tom K.—Tumbleweeds ..... KFS
Ryskind, Morrie—Morrie Ryskind ..... WSS

S

Sabine, Gordon, Ph.D.—Youthpoll AMERICA .... CTN
Sabry, Zak—Eating Right ..... TSS
Safire, William—Essay ..... NYT-NS
Sagendorf, Bud—Popeye ..... KFS
St. John, Jeffrey—St. John's Journal ..... CNS
St. John, Tracy—Word Cage Puzzle ..... SUB
St. Michel, Jean-Paul—Deco Plans ..... CWF-LAT
St. Michel, Jean-Paul—Home Of Your Own ..... LAT
Saksena, Mary Madge—Ask Aunt Madge ..... ASK
Salk, Dr. Lee—Dr. Lee Salk's Column ..... FNS
Saloman, Dr. M. I.—Medicine ..... WUP
Saltz, Donald—Check Your Knowledge ..... TRQ
Saltz, Donald—Memory Quiz ..... TRQ
Saltz, Donald—Trivia Quiz ..... TRQ
Salzman, Ed—California Journal ..... WWF
Sanders, Anne—Look & Learn ..... SBP
Sanders, Bill—Sanders ..... FNS
Sansom, Art—The Born Loser ..... NEA
Saperstein, M. J.—Words In The News ..... TWN
Santora, I. J.—Word World ..... DNT
Sargent, David R.—Successful Investing ..... LAT
Sasso, Joey—Inside TV ..... MCN
Sassoon, Vidal & Beverly—A Year Of Beauty &
Health ..... LAT
Sattler, Warren—Grubby ..... SM
Saunders, Allen & John & William Overgard—
Steve Roper ..... FNS
Saunders, Allen & John & Ken Ernst—Mary Worth FNS
Saunders, Fritchie—For a Happy Life ..... HC
Saxe, Kathleen—Word Game ..... UFS
Scaduto, Al & Dunn, Bob—They'll Do It Everytime KFS
Scarpelli, Henry—TV Tee-Hees ..... LAT
Schaaf, Miv—Things ..... LAT
Schaaf, Miv—You Know You Really Love Them
When ..... SCH
Scherer, D. J.—How To Survive A Tax Audit .... REY
Scherer, D. J.—Stop Where the Truckers Stop .... REY
Scherer, D. J.—Try Wine Touring ..... REY
Scheuer, Steven H.—Soap Opera Scene ..... KFS
Scheuer, Steven H.—TV Key Features, Mailbag .... KFS
Scheuer, Steven H.—TV Key Previews ..... KFS
Schlafly, Phyllis—P.S. To the News ..... CNS
Schmidt, Steven—Astrology In Time & Space ..... TWN
Schneider, Howie—The Circus of P. T. Bimbo ..... EF
Schneider, Howie—Eek & Meek ..... NEA

Schneider, Lou—Trade Winds ..... NANA
Schoelkopf, Dean (Ed)—Knight News Wire ..... KNT
Schorer, Brint, Jr.—The Tiny Times ..... TIN
Schram, Jolly—Energy Report (Southwest) ..... SCR
Schroeter, Bob—Laugh Time ..... KFS
Schuchat, David G.—Your Real Estate ..... SCU
Schulier, Rev. Robert—Moment of Power ..... NEA
Schultz, Whitt N.—How To Be A Better Manager KNF
Schultz, Whitt N.—How To Be More Successful ... KNF
Schultz, Whitt N.—How To Build Your Business .. KNF
Schultz, Whitt N.—How To Communicate Effectively ..... KNF
Schultz, Whitt N.—How To Develop Your Potential KNF
Schultz, Whitt N.—How To Have Winning Ideas .. KNF
Schultz, Whitt N.—How To Improve Your Letter-writing Skills ..... KNF
Schultz, Whitt N.—How To Manage Conflict ..... KNF
Schultz, Whitt N.—How To Motivate Yourself .... KNF
Schultz, Whitt N.—How To Sell By Mail ..... KNF
Schultz, Whitt N.—How To Sell Successfully .... KNF
Schultz, Whitt N.—How To Sell Your Ideas ..... KNF
Schultz, Whitt N.—How To Solve Your Problems .. KNF
Schultz, Whitt N.—How To Speak Successfully ... KNF
Schultz, Whitt N.—How To Think Creatively ..... KNF
Schultz, Whitt N.—How To Use The Goldmine Between Your Ears ..... KNF
Schultz, Whitt N.—How To Win A Better Job—Now! ..... KNF
Schulz, Charles M.—Peanuts ..... UFS
Schumeister, James—Great Atomic Aftermath & Fresh Fruit Festival ..... LAT
Schwartz, David—Panorama ..... JTA
Scott, Alice—Pets and Their People ..... UFS
Scott, Frances—Heroine For A Day ..... BAS
Scott, Joe—The Political Animal ..... OAK
Scott, Niki—Working Woman ..... UNP
Scott, Vernon—Scott's World ..... UPI
Segal, Robert—One Man's View ..... SAF
Seib, Charles B.—The News Business ..... WPW
Sellers, Paul—Eb and Flo ..... UFS
Sematones—Pistachios ..... SBP
Seymour and Kelly—Corinth The Jeweler ..... TWN
Sharif, Omar & Goren, Charles—Goren on Bridge . CTN
Sharfman, Bern—Kitchen Cynic ..... AMF
Sharp, Hal—Sportsman's Digest ..... LAT
Sharpe, Constance—Your Stars ..... MIL
Shatley, James—MD ..... ITP
Shattuck, Jim—Modulations ..... CTN
Shaw, D. B.—Cookin' with Moxie ..... TWN
Shaw, D. B.—The Moxie Memo ..... TWN
Shaw, D. B.—Your Horrorscope ..... TWN
Shaw, Laurence H.—What's Ahead For Southern Business ..... TWN
Shearer, Ted—Quincy ..... KFS
Shedd, Charlie—Strictly For Dads ..... UNP
Sheen, Archbishop Fulton J.—Bishop Sheen Writes WSS
Sheerin, C.S.P., Rev. John B.—Sum and Substance NCF
Sheffer, Eugene—Crossword Puzzle with Cryptoquips KFS
Sheinwold, Alfred—Sheinwold On Backgammon .... LAT
Sheinwold, Alfred—Sheinwold On Bridge ..... LAT
Shetton, Gilbert/Sheridan, Dave—Fat Freddy's Cat RIP
Shelton, Gilbert/Sheridan, Dave—The Fabulous Furry Freak Brothers ..... RIP
Shelton, Gilbert/Sheridan, Dave—The Nerds ..... RIP
Shelton, Isabelle—Mirrors Of Washington ..... NANA
Shepherd, Emalene—Pure Fluff ..... TWN
Sheppard, Eugenia—Inside Fashion ..... FNS
Sheridan, Sarah Ann—Recipe ..... EDC
Sherrod, Jane—Modern Etiquette ..... SBP
Sherrod, Jane—Famous Recipes ..... SBP
Sherrod, Jane—Teenage Driving Tips ..... SBP
Shevey, Sandra—The Hollywood Dream Factory .. PRI
Shonting, Howard L.—The World of Real Estate .. RER
Shropshire, John H.—All About Horses ..... SHR
Shore, Benjamin—Pennsylvania Avenue ..... CNS
Shull, Richard K.—TV Answer Man ..... UFS
Shull, Richard K.—TV Tune In ..... UFS
Shulsky, Sam—Investors' Guide ..... KFS
Shupak, Rose—Riddlerama ..... TWN
Shuttleworth, John—The Mother Earth News .... RTS
Silk, Leonard—Economic Analysis ..... NYT-NS
Silver, Rabbi—Silver Lining ..... SAF
Simpson, Dave—Editorial Cartoons ..... CFI
Sims, Al—Trivia Trips ..... DEN
Sims, Edward H.—Comment On Sports ..... EDC
Sims, Edward H.—Editorials ..... EDC
Sims, Edward H.—News Reports ..... EDC
Sims, Edward H.—Ports Of Call ..... EDC
Sims, Lydel—Watch Your Language ..... CF
Singer, Jane Sherrod—Modern Sherlock Holmes .. SBP
Singer, Jane Sherrod—Test Yourself ..... SBP
Singer, Kurt—Household Repair Dictionary ..... SBP
Sinor, John—John Sinor Column ..... CNS
Sixta, George—Rivets ..... FNS
Skinner, Sam—Black Sports ..... BPS
Slater, Charlotte—Things Your Mother Never Taught You ..... UNP
Slater, Charlotte—Things Your Mother Never Taught You About Car Care & Repair ..... UNP
Slayter, Bill—Streets of San Francisco ..... MOD
Sloan, Carl—Name Game ..... TWN
Sloan, Robin Adams—The Gossip Column ..... KFS
Sloane, Bob—Going Our Way ..... STR
Smith, Al—Mutt & Jeff ..... MCN
Smith, Al—Life In The Suburbs ..... SM
Smith, Al—Rural Delivery ..... SM
Smith, Cecil—Cecil Smith Television Column ....LAT
Smith, Dan—Pipeline ..... CAP
Smith, Geo., Mr. & Mrs.—The Smith Family .... MIL
Smith, George—Smith Family ..... WSS
Smith, Guy L.—CB Column ..... NEA
Smith, Jack—Time Of Your Life ..... UFS
Smith, Jacob, CPA—Advice to the Taxlorn ..... INO
Smith, Liz—Liz Smith Column ..... CTN
Smith, M. H.—Better Filler Service ..... BFS
Smith, Red—Sports of the Times ..... NYT-NS
Smith, Stan—Stan Smith's Tennis Class ..... KFS
Smith Studios—Craft Patterns ..... FNS
Smolar, Boris—Between You & Me ..... JTA
Smythe, Reggis—Andy Capp ..... FNS
Sneyd, Doug—Sneyd Political Cartoons ..... TSS
Sneyd, Doug—Wee Whimsy ..... TSS
Snyder, Jimmy—Jimmy The Greek ..... FNS
Sobol, Donald J.—2-Minute Mystery Series ..... TM
Solomon, Neil, M.D., Ph.D.—Dr. Neil Solomon .. LAT
Sonstein, Bill—On Wines ..... SON
Sousa, John Philip—Various Titles ..... CNS
Spadone, F. G.—Coin—Stamp—Medal World ..... SPA
Spears, Jackie & Fortuna, Michael—Penny Thoughts AF
Spraggett, Allen—The Unexplained ..... SUN
Squirru, Rafael—Latin-American Art ..... ALA
Stahl, Nancy—Once Over Lightly ..... UNP
Stanat, Kirby W.—Chasing A Career ..... SMB
Stanley, Terri—Creative Mothering ..... LAT
Stansbury, Jr., Herb—Smart Chart ..... LAT
Stapleton, Ruth Carter—The Gift of Inner Healing CNF
Stapley, Ray—Your Car ..... TSS
Stark, Norm—The Formula ..... UNP
Starr, Leonard—On Stage ..... CTN
Stayskal, Wayne—Editorial Cartoon ..... CTN
Stearns, William A.—Wall Street World ..... BIS
Stees, John—Another View ..... UFS
Stees, John—The Bosleys ..... UFS
Stein, Herbert—The Economy Today ..... UFS
Steincrohn, Peter J., M.D.—Stop Killing Yourself MCN
Sterling, Bryan—Will Rogers Says ..... RTS
Sterrett, Lyle—Snappy Grampy ..... TWN
Stevens, Elizabeth—Theatre And Art U.S.A. .... PRI
Stevens, Larry—Book Notes ..... ECS
Stevenson, James—Capitol Games ..... LAT
Steward, Hal D.—The Most Succesful Man's Secret TWN
Stewart, Sam—Americana ..... CNS
Stiles, Chuck—Village Square ..... SM
Stockholm, Arne—Arnie ..... SBP
Stoffel, Al/Heimdahl, Ralph—Bugs Bunny ..... NEA
Strange, E. Z.—Citizens On Radio ..... CRO
Strauss, Jack—What's The Law? ..... UFS
Stroud, M. F.—Book Reviews (Children's) ..... FEA
Strout, Richard L.—TRB from Washington ..... NRP
Stuart, Richard B.—Slim Chance in a Fat World .. MAN
Suglia, Augustus and Bloodgood, John D.—Your Home—Build and Improve ..... KFS
Sullivan, Edmund—Out Our Way ..... NEA
Sulzberger, C. L.—Foreign Affairs ..... NYT-NS
Summers, William and Jim Ivey—Thoughts Of Man CTN
Sutton, Horace—Of All Places ..... FNS
Svinicki, Eunice—Leisurecrafts ..... TWN
Swan, Paul—Truth ..... SBP
Swanson, George O.—The Flop Family ..... KFS
Swede, Paul—Sunday Laughs ..... SBP
Swenson, Allan A.—Gardening Series ..... NEA
Szep, Paul—Paul Szep Editorial Panel ..... MCN

T

Taber, Frank—The Barnstormers ..... TWN
Taper, Sally—The Happy Gastronome ..... TWN
Takoda, Miskrit—The World Of Books ..... RBN
Tan, Mark—Las Vegas Life ..... WOR
Tanksley, Ruth Loring—Taproots ..... TWN
Tara, Janet—Indoor Gardening ..... NEA
Taylor, Henry J.—Henry J. Taylor ..... UFS
Taylor, Lillian—Why Be Bored! ..... TAY
Taylor, Robert—Heads & Tails ..... ECS
Taylor, Ruth Gash—Lost Capitols ..... TWN
Templeton, Ben & Forman, Tom—Motley's Crew .. CTN
terHorst, J. F.—J. F. terHorst ..... UNP
Thaler, Karol C.—Karol C. Thaler ..... NANA
Thaves, Bob—Frank and Ernest ..... NEA
Thimmesch, Nick—Nick Thimmesch Column ..... LAT
Thomas, Bill—Man to Man ..... CF
Thomas, Helen—Backstairs at the White House .. UPI
Thompson, Mel—Working It Out ..... VP
Thompson, Ruth—Better Living With The Stars .. DIC
Thompson, Ruth—Dialing Around ..... DIC
Thompson, Zan—Commentary ..... LAT
Thornton, Robert F.—Nit Wit ..... THF
Thornton, Robert—Robert's Rules ..... THF
Thosteson, Dr. George C.—To Your Good Health .. FNS
Tiajcliff, Y. L.—Have You Met? ..... NPS
Ticknor, Paul E.—Ward'n Gord ..... WNG
Tiede, Tom—Fighting Crime ..... NEA
Tiede, Tom—Tiede/Washington Column ..... NEA
Tippit, Jack—Amy ..... RTS
Tobe—Tobe Says ..... FNS
Tobin, Don—The Little Woman ..... KFS
Trachte, Don & John Liney—Henry ..... KFS
Trag, W.—Animal Puzzles ..... SBP
Trag, W.—Children's Puzzles ..... SBP
Trag, W.—Color The Drawing ..... OPS
Trag, W.—Drawing is Fun ..... SBP
Trag, W.—Fun & Games ..... SBP
Trag, Walt—You Can Fix It ..... SBP
Trag, Walt—You Can Read Puzzles ..... SBP
Trainer, M.D., Joseph—The Marriage Doctor ..... STT
Trexler, Pat—Pat's Pointers ..... FNS
Trim, Hal—Trim's Arena ..... UNP
Tri-Scope, Inc.—Tri-Scope TV Listing ..... LAT
Trosley, G.—Krass & Bernie ..... OPS
Truax, Virginia—Home Game ..... MCN
Trudeau, Garry—Doonesbury ..... UNP
Truman, Rev. Lee—Let's Talk ..... CNS
Tully, Andrew—Capitol Fare ..... MCN
Tuomey, Douglas—Homeowner's Money Savers .... LAT
Turner, Dick—Carnival ..... NEA
Turner, Duane—In Washington: With Duane Turner TUR
Turner, Morrie—Wee Pals ..... KFS
TV Data Inc.—TV Listings ..... UFS
Tyler, Gus—Gus Tyler ..... UFS
Tyrone—The Relaxed Viewpoint ..... BUR

U

Uluschak, E. D.—Uluschak ..... MIL
Unger, James—Herman ..... UNP
Unitas, John/Dintiman, George—Champion Athlete TWN
Unwin, James—Sandy ..... HPS
Usborne—Know How ..... FNS
Uslar, Arturo-Pietri—Latin-American View ..... ALA

V

Valtman, Edmund—Editorial Cartoons ..... TWN
Valtman, Ed—Valtman (Editorial Page Cartoon) .. JPS
Van Buren Abigail—Dear Abby ..... CTN
Van Campen, A.G.—Let's Ask The Bible ..... GLS
Van Cleave, Kit—Arts Today ..... WOM
Van Cleave, Kit—Women Today ..... WOM
Van Dellen, Dr. T. R.—How to Keep Well ..... CTN
Vanee, Charles—Your World ..... VAN
van der Linden, Frank—Frank van der Linden .... UFS
Van Horne, Harriet—Harriet Van Horne Column .. LAT
Van Laer, Ken—Broadway Backstage ..... BIS
Van Nuys, David Whitman—Your Sixth Sense .... MAN
Vanocur, Sander—Sander Vanocur Column ..... WPW
Varney, Carleton—Your Family Decorator ..... FNS
Vasquez, Danilo—Latinoamerican General Features AMU
Vaughn, Bill—Senator Soaper Says ..... NANA
Vaughan, Bill—Vaughan at Large ..... UFS
Veesey, George with Lynn, Loretta—Loretta Lynn, The First Lady of Country Music ..... LAT
Verigan, Bill—Sportin' Life ..... NANA
Vermeer, Al—Priscilla's Pop ..... NEA
Villella, Tom—From The Editor's Disc ..... TWN
Vojtko, Bob—Coupons ..... AND
Von Maider, Tom—Playback ..... TWN
Von Maider, Tom—Sounding ..... TWN
von Rothkirch, Edward—Magic Carpet ..... TWN

W

Wagner, Fred/Lichty, George—Grin & Bear It .... FNS
Wagner, Philip—Philip Wagner Column ..... WAG
Waldner, Francesco—Horoscope ..... MIL-ITP
Walesby, Stokes & Cuniff, Al—Rockpile ..... UFS
Walker, C. W.—5 Minute Mysteries ..... SPB
Walker, Joan—Your New Way Of Life ..... TWN
Walker, Mort—Beetle Bailey ..... KFS
Walker, Mort and Dik Browne—Hi and Lois .... KFS
Walker, Mort (Addison)—Boner's Ark ..... KFS
Wallace, Bess—Where Is A Line ..... TWN
Wallis, Mary—Filler ..... TWN
Walters, Barbara—How To Talk With Practically Anybody About Practically Anything ..... DDS
Walton, Robert—A Time To Live ..... UNP
Ward, Barbara—Progress of Peoples ..... NCF
Ward, Peter—Canadian Comment ..... SUB
Warner, Denis—Denis Warner Column ..... RTS
Warren, Ross—New Jersey Report ..... GSM
Warshauer & Jocelow—Economics for the Perplexed LAT
Washington Star—Ear on Washington ..... CTN
Watts, John T.—Mainly For Seniors ..... CNS
Weaver, Peter—Mind Your Money ..... KFS
Weaver, Peter—Your Retirement Dollar ..... KFS
Weber, Bob—Moose Miller ..... KFS
Webster, H. T.—Webster Classics ..... SM
Weiss, Julius—International Adventure (Numismatic) ..... WEI
Weiss, Julius—International Adventure (Philatelic) ..... WEI
Weiss, Julius—Stamp News From America ..... WEI
Weiss, Morris—Mickey Finn ..... MCN
Weiss, Rube—Around Town ..... BLA
Weiss, Rube—Hospital Quips! ..... BLA
Weiss, Rube—Have Fun! ..... BLA
Weiss, Rube—Legal Laffs ..... BLA
Weiss, Rube—It's A Laugh ..... BLA
Weiss, Rube—Josh Billings Sez ..... BLA
Weiss, Rube—Live'n Laff ..... BLA
Welch, Dr. William—Welch Medical Report ..... RTS
Welles, Robin—The World of Music ..... CNS
Wells, Marion—Health's-A-Poppin' ..... CNS
Wendland, Mike—CB Break ..... UNP
Werner, Joe—Consumer Fraud—Don't You Be Cheated ..... WER
West, Dick—The Lighter Side ..... UPI
Westell, Anthony—Westell Report ..... TSS
Westley, John J.—On The Wire ..... DIS
Westphal, Ken/Wald, Bill—Theatre of the Absurd TWN
Westley, John J.—On The Wire ..... DIS
Whatley, James—M.D. ..... ITP
Wheat, Patte & Hale, Dale—You're Getting Closer KFS
Wheeler, Geo. & Evans, Phil—The Nature of Things WHE
Wheeler, Laura—Needlecraft Pattern Feature .... KFS
Wheeler, Lloyd—Axioms, Aphorisms, & Epigrams TWN
Whipple & Borth—There Oughta Be A Law .....UFS
Whitacre, Donald—Curious Facts ..... CFF
Whitacre, Donald—Curious Facts About Animal Life CFF
Whitacre, Donald—Curious Facts About Ohio .... CFF
White, Barbara—Coin Counting ..... NUM
White, Barbara—The World of Coins ..... NUM
White, Deborah—Dear Debbie ..... MCN
White, George G.—Travel News & Notes ..... FEA
White, Leo—Little People's Puz ..... UFS
White, Leo—Sport Trivia ..... WHI
White, Leo—Trivia I.Q. ..... CF

White, Leo—TV Grid ..... WHI
White, Rosemary/Wills, Charles F.—Yankee Doodle Daily ..... TWN
Whitestone, Bruce—Canada's Business ..... DWL
Whitman, Roger—First Aid To Ailing House ..... UFS
Whittington, Shirley—Shirley Whittington ..... MIL
Wicker, Tom—In The Nation ..... NYT-NS
Wicks, Ben—Ben Wicks ..... SUN
Wicks, Ben—Outcasts ..... TSS
Widener, Alice—Alice Widener Column ..... USA
Wild, Glen & Linda—Wild Wheels ..... MOD
Wilder, Stella—Your Birthday ..... UFS
Wilder, Stella—Your Stars This Week ..... UFS
Wilkens, Emily—A New You ..... KFS
Wilkins, Ed—Did You Know? ..... TWN
Wilkins, Ed—Riff Raff ..... TWN
Wilkins, Roy—Wilkins Column ..... RTS
Wilkinson, Charlotte—Your Fashion Image ..... YFI
Williams, A. J.—Books For The Coffee Table ..... TAG
Williams, Bernard—Unlikely Letters ..... SM
Williams, Margaret—Science ..... EPS
Williams, Ross—Chess Points ..... CNS
Williamson, Al and Archie Goodwin—Secret Agent Corrigan ..... KFS
Williamson, Porter—Gov. Contract Adm. ..... MSC
Williamson, Porter—Your Constitution ..... MSC
Will, George F.—George Will Column ..... WPW
Wills, Garry—Outrider ..... UNP
Wilmer, Bruce B.—Wry Lines ..... WBB
Wilson, Barbara A.—Accent On Pets ..... TWN
Wilson, David B.—David B. Wilson Column ..... LAT
Wilson, Earl—It Happened Last Night ..... FNS
Wilson, Erica—Needleplay ..... CTN
Wilson, Gahan—Gahan Wilson Sunday Comics ..... RTS
Wilson, Ray—New York, N.Y. ..... NEW
Wilson, Ray—Ray Wilson on B'way ..... NEW
Wilson, Rick—Editorial Cartoons ..... WLS
Wilson, Rick—Fun Features ..... WLS
Wilson, Rick—Sargent MacDoogle ..... WLS
Wilson, Rick—Tornado! ..... WLS
Wilson, Susan—The Maze ..... WLS
Wilson, Tom—Ziggy ..... UNP
Windle, Jerry—Shooting Stars ..... CNS
Wingert, Dick—Hubert ..... KFS
Winsey, Val—Susie Mac ..... UFS
Winship, Elizabeth—Ask Beth ..... LAT
Winter, Ruth—YOU ..... LAT
Winters, Ariel—In Good Spirits ..... TWN
Wirth, Cliff—Home Team ..... MCN
Wirth, Cliff—L'il Sports ..... MCN
Witte, Mike & McGraw, Tug—Scroogie ..... CTN
Wohl, Jack—P.S. ..... LAT
Wjep-Olsen, Werner—Granny ..... FNS
Wohl, Jack—Pixies ..... UFS
Wohl, Jack—P.S. ..... LAT
Wolfe, George—Pops ..... SM
Wood, Gus—Church Page ..... MOR
Wood & Boyd—Apple Pie ..... MOR
Wood & Boyd—National Cartoon ..... MOR
Wood & Boyd—Sovereign State of Affairs ..... MOR
Woodman, D. K.—Memo to Caesar ..... HPS
Woodward, James M.—Open House ..... CNS
Woolf, Bob—Behind Closed Doors ..... LAT
Worthington, Peter—Peter Worthington ..... SUN
Wright, Dick—Caricatures ..... CNS
Wright, Dick—Cartoons ..... CNS
Wright, Dick—Sports Quiz ..... CNS
Wright, Doug—Doug Wright ..... MIL
Wucherer, Ruth—Movie Memories ..... TWN
Wyatt, Susan—John Dough ..... MCF
Wykert, John—Insight ..... NANA
Wynn, Lloyd—Getting It Together ..... TWN

Y

Yakovitch, Linda—Help-Mate ..... CNI
Yannopoulus, Yannis—Downbeat ..... MCF
Yarman, Betty—Family Finance ..... WNS
Yates, Bill—Professor Plumble ..... KFS
Yoakum, Robert—Another Look ..... YKM
Yoder, Dorothy—A Happy Home ..... INR
Yoder, Dorothy—Church Forum ..... INR
Yoder, Dorothy—Do You Know? ..... INR
Yoder, Dorothy—Our Preacher Says ..... INR
Yoder, Dorothy—Sermonograms ..... INR
Yoder, Dorothy—The Better Way ..... INR
Yoder, Dorothy—Church Invites You ..... INR
Yoder, Dorothy—Wit and Wisdom ..... INR
Yoder, Dorothy—World Religious News ..... INR
Yoes, Ralph—Cartoons ..... CNS
York, H. Boswell, R. Ph.—Medicine Chest ..... MCN
Yost, Ambassador Charles W.—Yost Column ..... FRY
Young, Dean and Jim Raymond—Blondie ..... KFS
Young, Dick—Young Ideas ..... CTN
Young, James Lee (Ed.)—Baptist Press Features .. BAP
Young, James R.—Tim Tyler's Luck ..... KFS

Z

Zahn, Robert—Bigg's Business ..... TWN
Zelenka, Jerry M.—Lookin' Around Hollywood ..... TWN
Zelenka, Jerry M.—Smarty's Answer Box ..... TWN
Zink, Lubor J.—Lubor J. Zink ..... SUN
Zion, Sidney—Sidney Zion ..... NANA
Zollman, Joseph—Stamping Grounds ..... STA
Zschiesche, Robert D.—Zschiesche's Editorial Cartoons ..... KFS

TITLES OF BY-LINED FEATURES

A

A Changing World—John Pinkerman ..... CNS
A Child Learns To Swim ..... TSS
A Conservative View—James J. Kilpatrick ..... WSS
A Good Book To Read—Martin J. Ross ..... LAW
A Good Idea—Mike LeFan ..... LEF
A Hand Around The House—A. J. Hand ..... LAT
A Happy Home—Dorothy Yoder ..... INR
A Heartbeat Away—Our Vice Presidents—Edmund Midura ..... MID
A Little Leary—Bill Leary ..... LAT
A Little Prayer—Mary Alice Bennet ..... AF
A Lovelier You—Mary Sue Miller ..... FNS
*A New You—Emily Wilkens ..... KFS
A Poet's View—Norman Andrew Kirk ..... KIR
A Presidential Nation—Joseph Califano ..... LAT
A Problem Today—Ida Nettleton ..... SBP
A Stitch In Time—Julia Horne ..... TWN
A Time To Live—Robert Walton ..... UNP
A Woman And Her Money—G. L. Ludcke ..... BEL
A Word Edgewise—John P. Roche ..... KFS
A Year Of Beauty & Health—Beverly & Vidal Sassoon ..... LAT
About Books—American Library Assn. ..... NEA
About My Garden . . . (Questions & Answers)—Jon Peterson ..... BRK
About People ..... UPI
About Real Estate—Don Campbell ..... RTS
About Your Home—L. Hughes ..... EDC
Abroad At Home—Anthony Lewis ..... NYT-NS
Accent On Pets—Barbara A. Wilson ..... TWN
According To Guinness—Norris & Ross McWhirter UNP
Accuracy In Media—Reed J. Irvine ..... AIM
Adam's Rib—Eve Adams ..... TWN
*Addy Lib Quotes:—Nicole Pascal ..... EMA
Adlai Stevenson Of Illinois—John Bartlow Martin ..... LAT
Adventure Postpaid—Jeff Lee ..... SA
Adventures In Fun—Paul Flayer ..... FLA
Advice Is Nice—Sylvia Ash Cronin ..... ASH
Advice To The Taxlorn—Jacob Smith, CPA ..... INO
Affairs Of Nations—Henry Huglin ..... HUG
Affairs Of State—Fred W. Kline & Jerry Goldberg . CAP
Against The Tide—Michael Novak ..... NCF
Agony Is ..... ITP
Agricultural Roundup ..... CAP
AirHawk—B. Foley ..... SBP
Aladdin & Co.—Jaime Diaz ..... EMA
Alan Grey Says—Alan E. Grey ..... TWN
Alex In Wonderland—Bob Cordray ..... CNS
Alexander J. Roman—Alexander J. Roman ..... LNS
Alice Widener Column—Alice Widener ..... USA
All About Horses—John H. Shropshire ..... SHR
All About Pets—Eleanor Price ..... LAT
All About Phil Miracle's World—Phillip Miracle ... TWN
All About Town—Nina Diamond ..... DIA
All About Wine—Ruth Ellen Church ..... CTN
All In Pun ..... WHI
All You Got To Do Is Ask Murray Olderman—Murray Olderman ..... NEA
Alley Oop—Dave Graue ..... NEA
Along The Camping Trail ..... BA
Along The Food Trail—The Bascomes ..... BA
Along The Wine Trail—The Bascomes ..... BA
Altar Stairs—Dr. John Kirkpatrick ..... HPS
American Enterprise—Brice McQuillin ..... TWN
American News Report—Ben Gallob ..... JTA
Americana—Sam Stewart ..... CNS
America's Runaways—Christine Chapman ..... JPS
Amory's People—Cleveland Amory ..... LAT
Amy—Jack Tippit ..... RTS
An Americanist Viewpoint—Grace Hamilton ..... AMW
An Editor's Outlook—Jenkin Lloyd Jones ..... LAT
An Inside Look—The World Of Art—Shannon Kelley Clark ..... RBN
Anagrams—Kevin Matthews ..... UFS
Andy Capp—Reggie Smythe ..... FNS
Angels—Rev. Billy Graham ..... CNF
Animal Crackers—Roger Bollen ..... CTN
Animal Puzzles—W. Trag ..... SBP
Animalogic—Ed Nofziger ..... LAT
Ann Landers Column—Ann Landers ..... FNS
Anonymous—Fiebig & Prince ..... LAT
Another Look—Robert Yoakum ..... YKM
Another View—John Stees ..... UFS
Antiques—Olive E. Allen ..... DHJ
Antiques And Stuff—Anne Gilbert ..... UFS
Antiques In America—Harry M. Baker ..... TPJ
Antique Wise—Dorothy Hammond ..... CN
Any Man Can—Wayne Roberts ..... TWN
Apartment Modes—Adele Faulkner ..... CNS
Apartment 3-G—Alex Kotzky ..... FNS
A. Ppallina Definitions—A. Ppalling ..... TWN
Apple Pie—Boyd & Wood ..... MOR
*Archie ..... KFS
Army Funnies—Buddy Basch ..... BAS
Arnie—Arne Stockholm ..... SBP
Arnold Palmer Method—Arnold Palmer ..... UFS
Around Hollywood—Luanne Murray ..... TWN
Around The House—Jan Paul ..... PAU
Around The World With Delaplane—Stan Delaplane CHR
Around The World Contest ..... SF
Around Town—Rube Weiss ..... BLA
Art Buchwald Column—Art Buchwald ..... LAT
Art's Gallery—Art Finley ..... CHR
Arts Today—Kit VanCleave ..... WOM
As You Were—Jim Baker ..... PIO
Asia Memo—Edward Neilan ..... CNS
Asian Report—Mark Gayn ..... TSS
Ask About Antiques—Herman & Orcutt ..... UFS
Ask Andy—Chapman/Brooks ..... LAT
Ask Anybody . . . Anything—Martin Alwyn ..... NANA
Ask Aunt Madge—Mary Madge Saksena ..... ASK
Ask Beth—Elizabeth Winship ..... LAT
Ask Dick Kleiner—Dick Kleiner ..... NEA
*Ask Dr. Brothers—Dr. Joyce Brothers ..... KFS
Ask Jennifer—Jennifer Anderson ..... LAT
Ask Mr. Natural—Paul Obis ..... VTN
Ask The Doctor—Dr. William Goldwag ..... CNS
Ask Us—Nancy Lane ..... WOR
Ask Your Vet—Dr. Michael Fox ..... CTN
Assignment: America—Phyllis Battelle ..... KFS
Assignment: Television—Terrence O'Flaherty ..... CHR
Astro Analysis—Sonia McGinnis ..... MOR
Astro*Graph—Bernice Bede Osol ..... NEA
Astrological Forecast—Sydney Omarr ..... LAT
*Astrological Study—Andres Carpintero ..... AMU
Astrology Column—Eridani ..... ERI
Astrology In Time & Space—Steven Schmidt ..... TWN
Astrology Today—J. Naylor ..... SBP
Astrology-Today—Sybil Leck ..... SBP
At Large—Ellen Goodman ..... WPW
At Wit's End—Erma Bombeck ..... FNS
At Your Leisure—Craig MacDonald ..... CNS
At Your Service ..... ARM
Atlas World Press Review ..... RTS
Auld Acquaintance—Guy Lombardo ..... DDS
Aunt Julia—Dr. Marie Joachim ..... TWN
Australian Home Journal ..... OPS
Australian Women's Weekly ..... OPS
Authors & Books—Gary Baranik ..... BAR
Auto Album—Tad Burness ..... KFS
Auto Topics—Edward Janicki ..... TWN
Automobile Service Tips—K. Keane ..... CSP
Automotive—Ida Fried ..... EPS
Aviation—R. Bruckner & J. Barnes ..... BIS
Axioms, Aphorisms, and Epigrams—Lloyd Wheeler TWN

B

B.C.—Johnny Hart ..... FNS
B. Jay Becker's Contract Bridge—B. Jay Becker ... KFS
Back Talk ..... WOR
Background Maps—Tom Hoge ..... APN
Backstairs At The White House—Helen Thomas ... UPI
Backyard Bonanza—Michelle Hickman ..... TWN
Backyard Bounty—Ian Riggenbach ..... JAN
Backyard Gardener—Patrick Denton ..... CNS
Backyard Gardener—Jon Peteson ..... BRK
Balance Of Justice—John Ritter & Paul Levine .... LEG
Baloney—Martin Duffy ..... TWN
Baptist Press Features—James Lee Young (Ed.) .. BAP
Barbs—Phil Pastoret ..... NEA
Bark Back—Dahna & Damon ..... TWN
*Barney Google and Snuffy Smith—Fred Lasswell .. KFS
Barnyard Gate—Sarge O'Neill ..... SOU
Basil—Gerry Lants ..... UNP
Basketball Prophecy—Mort Olshan ..... MOS
Be A Good American—H. Everest "Hi" Clements ... HIC
Beacon Lights—Karen Carden ..... TWN
Beard On Food—James A. Beard ..... WSS
Beauty Hints—April Anastasi ..... ASC
Beauty Hints—Dina Dellale ..... EPS
Beauty Illustrated—Jennifer Anderson ..... LAT
Beauty Is—Lucille Bouchard ..... BOU
Beauty Tips From Hollywood ..... SBP
Bee Smart—John Prinkey ..... FSF
*Beetle Bailey—Mort Walker ..... KFS
Before You Buy—Margaret Dana ..... UFS
Behavior—William Cromie ..... ESN
Behavior In The News—S. V. Didato, Ph.D. ..... DID
Behind Closed Doors—Bob Woolf ..... LAT
Behind The Scenes At The United Nations—David Horowitz ..... WUP
Behind The Seams—Peggy Bendel ..... SUB
Behind The Seen—Virgil W. Dorweiler ..... TWN
Bellies, Bushels and Bales—Dr. Stanley Angrist .. TWN
Belvedere—Nat Greenwood ..... FNS
Ben Hardy—Jim Baker ..... PIO
Ben Wicks—Ben Wicks ..... SUN
Berkow's Column—Ira Berkow ..... NEA
Bermuda Triangle—Charles Berlitz ..... DDS
Bernstein On Words—Theodore M. Bernstein ..... NYT
Berry's World—Jim Berry ..... NEA
Best Cartoons From Europe ..... SBP
Best Of Press—L. Hughes ..... EDC
Best Sellers Fictions & Non-Fiction ..... SBP
Best Sellers ..... NANA
Better Bridge—Robert Rosenblum ..... CNS
Better Camping—Don Bacue ..... BRK
Better Filler Service—M. H. Smith, Mgr. ..... BFS
Better Living With The Stars—Ruth Thompson ... DIC
Betty Beale's Washington Letter—Betty Beale .... FNS
Between the Lines—Edith Kermit Roosevelt ..... ROO
Between Us—Dr. Alice Ginott ..... KFS
Between Us Girls ..... AF
Between You & Me—Boris Smolar ..... JTA
Bible/Crostic—Ray Helle ..... HEL
Bible Puzzle—James Alt ..... NCF
Bible Verse—Jack Hamm ..... SM
Bible Verse—Lillian Hughes ..... EDC
Bicentennial Bypaths ..... CSP
Bicentennial Facts—World Almanac Staff ..... NEA
Bicentennial Kitchen Corner—Robert W. Pelton .. TWN

TITLES OF BY-LINED FEATURES

*Big Ben Bolt—John Cullen Murphy ..... KFS
Big George—Virgil Partch ..... FNS
Bigg's Business—Robert Zahn ..... TWN
Bilingual Cross Words—Jaime Diaz ..... EMA
Billy Casper Says—Bill Casper ..... UFS
Biochart—Ken Michaels ..... SUN
Black & White Stock Photo Library ..... CWF
Bishop Sheen Writes—Archbishop Fulton J. Sheen ..... WSS
Black News Report ..... BPS
Black Sports—Sam Skinner ..... BPS
Black Sports Journal ..... BPS
Blaine—Blaine ..... MIL
Block By Block—Bill Crowder ..... UFS
*Blondie—Dean Young and Jim Raymond ..... KFS
Boating—Julius Cooper ..... UFS
Boating—Ida Fried ..... EPS
Bob Bishop Illustrated—Bob Bishop ..... SAW
Bobby—S. M. Iger ..... PF
Boids—Peter Garvey ..... TWN
*Boner's Ark—Addison (Mort Walker) ..... KFS
Book Best Seller List ..... TSS
Book Digest ..... OPS
Book Marks—Mid Paulus ..... MCF
Book Notes—Larry Stevens ..... ECS
Book Review ..... MIN
Book Reviews—Robert Emmett McLeod ..... FEA
Book Reviews ..... CNS
Book Reviews—David Horowitz & D. Benarone ..... FEA
Book Reviews (Children's)—M. F. Stroud ..... FEA
Book Reviews—Roy McSkimming ..... TSS
Book Shelf—Jeff Lee ..... SA
Book World—Myrna Grier ..... ITP
Book World Service (Washington Post Book World) ..... WPW
Books—Hans Holzer ..... EPS
Books For The Coffee Table—A. J. Williams ..... TAG
Books in Review ..... IMN
Books-into-Serials ..... CHA
Books-of-the-Week—John Austin ..... HIS
Bookviews—Alan Caruba ..... INP
Boomer—Bill Brown and Mel Casson ..... UFS
Bottoms Up—Dodie Gust ..... TWN
'Bout Books—Phillippa Ruth ..... WOR
Bowling Tips—Don Carter ..... NNS
Brain Teasers—Ali Hachel ..... OPS
Brain Twister—Amery Brown ..... OPS
Bramson's World—Betty Bramson ..... TWN
Brenda Starr—Dale Messick ..... CTN
*Brick Bradford—Paul Norris ..... KFS
Bridge—Carl Brett ..... GIN
Bridge With Kantar—Eddie Kantar ..... CFI
Briefs ..... EDC
*Bringing Up Father—Kavanagh—Fletcher Camp ..... KFS
Broadsides—Charles Barsotti ..... LAT
Broadway Backstge—Ken Vu Laer ..... BIS
Broadwy Box Score ..... UPI
Broadway Karikatures—Joe Kaliff ..... AMF
Broadway Vignettes—Marcia Michels ..... AMF
Broom-Hilda—Russ Meyers ..... CTN
Brother Juniper—Fred McCarthy ..... FNS
Bother Simon and Lucas—Pedro R. Moreno ..... TWN
Bryant/Hall Travel—G. Bryant/G. Hall ..... TSS
Buescher Editorial Cartoons—Alfred J. Buescher ..... KFS
Bugs Bunny—Ralph Heimdahl/Al Stoffel ..... NEA
Build It Yourself—Joseph Kline ..... TWN
Bureaucratic Bumbling—Stu Pidity ..... TWN
BureauCrazyis—A. Ppalling ..... TWN
Business and the Stock Market ..... BAB
Business Briefs—Martin J. Ross ..... LAW
Business News Photos ..... DIS
Business Outlook—J. A. Livingston ..... FNS
Business Roundtable ..... GNB
Business Today ..... UPI
Business Week In Review ..... UPI
Business World—Dorothea Brooks ..... UPI
Buster—Aaron Bacall ..... TWN
*Buz Sawyer—Roy Crane ..... KFS
By George!—John Keasler ..... UFS
By No Means Neutral—Ernest B. Furgurson ..... LAT

C

California Crossroads—Shirley Parenteau ..... WWF
California Journal—Ed Salzman ..... WWF
Camera College—Irvine A. Brace ..... BRA
Camping All Year Round—Bob Nesoff ..... MCN
Camping Family Style—Angela/Ford Bothwell ..... SUB
Campus Clatter—Larry Lewis ..... NEA
Can Collecting—Edmund Midura ..... MID
Canadian Business Report—John Meyer ..... TSS
Canandian Chess—Walter Dobrich ..... TSS
Canadian Comment—Peter Ward ..... SUB
Canada's Business—Bruce Whitestone ..... DWL
Candle & Mirror—Fred Dodge ..... MM
Capital Fare—Andrew Tully ..... MCN
Capitol Comedy—Jack Posner ..... POS
Capitol Games—James Stevenson ..... LAT
Cappy Dick—Robert Cleveland ..... CNF
Captain and The Kids—John Dirks ..... UFS
Captain Cockle—Peter Garvey ..... TWN
Captain Easy—Bill Crooks & Jim Lawrence ..... NEA
Car Crazy—Bilko ..... SBP
Car Reports—Jas Patterson ..... THG
Caricatures—Dick Wright ..... CNS
Caring For Your Car—Ray Hill ..... LAT
Carl Rowan—Carl T. Rowan ..... FNS
Carmichael—Dave Eastman ..... LAT
Carnival—Dick Turner ..... NEA
Carroll Righter Horoscope—Carroll Righter ..... MCN
Carolyn's Collections—Carolyn Anderson ..... AMW
Cartoon Bug ..... TSS
Cartoon Page—London Weekend ..... ITP
Cartoonarama ..... HUH
Cartooncatures—Sarge O'Neill ..... SOU
Cartoons—Ralph Yoes ..... CNS
Cartoons—Bob Englehart ..... CNS
Cartoons—Doug Borgstedt ..... CNS
Cartoons—Dean McElhatton ..... AMW
Casey—Charles Rodriguez ..... CTN
Cassini Carousel—Igor Cassini & Diane Judge ..... CF
Catfish—Rog Bollen & Garry Peterman ..... CTN
Caucus—Hugo ..... WWF
C B Break—Mike Wendland ..... UNP
C B City—Robert Angus ..... MCN
C B Column—Guy L. Smith ..... NEA
C B Sender—Michael McCormack ..... CNS
Cecil Smith Television Column—Cecil Smith ..... LAT
Celebritee-Hees—Buddy Basch ..... BAS
Celebrities Laugh ..... OPS
Celebrities Speak ..... OPS
Celebrity Cookbook—Marsha Ryan ..... TWN
Celebrity Cookbook—John Blinn ..... LAT
Celebrity Dining—Helen Naismith ..... TWN
Celebrity Interviews—Rebecca Morehouse ..... WNS
Celebrity Parade—Cathy Post Field ..... SUB
Celebrity World—Bill Murray ..... MFS
Centerpiece ..... NYT
Challenge Maze ..... EF
Champion Athlete—John Unitas & George B. Dintiman ..... TWN
Change Your World With Words—Patricia Lavin ..... LAV
Channel Chatter—Phyllis Maxwell ..... TWN
Channel Chuckles—Bil Keane ..... RTS
Channel Currents—Bob Bernier ..... BEC
Charlie Femling Column—Charlie Femling ..... HIG
Charmers—Hallmark ..... FNS
Chasing A Career—Kirby W. Stanat ..... SMP
Check Your Knowledge—Donald Saltz ..... TRQ
Chef Marcia—Marcia Burg ..... WNS
Chess Column—Robert Byrne ..... NYT
Chess Master—George Koltanswoski ..... GG
Chess Points—Ross Williams ..... CNS
Chicago Daily News/Sun Times/Newhouse News Service ..... FNS
Children—Ida Field ..... EPS
Children's Puzzles—W. Trag ..... SBP
Ching Chow—Will Levinson and Rocco Lotito ..... CTN
Child's Play—Sara Lee Massey ..... TWN
Chris—Pedro R. Moreno ..... TWN
Christmas Stories ..... SBP
*Chistmas Strip—Walt Disney ..... KFS
Christmas Strip—Barbara Craig/Don Baur ..... NEA
Church Ads ..... LUT
Church Chuckles—Charles Cartwright ..... SM
Church Forum—Dorothy Yoder ..... INR
Church Invites You—Dorothy Yoder ..... INR
Church Page—Gus Wood ..... MOR
Church World News ..... LUT
Citizen Smith—Dave Gerard ..... RTS
Citizens On Radio—E. Z. Strange ..... CRO
City Editor's Tip Service—John Clift ..... LAT
Classy Ads ..... CRO
Claudia's Corner—Claudia E. Lico ..... TWN
Clean Ups—Richard Johnson ..... RCH
Cleo-Magazine From Australia ..... OPS
Clip 'N' Cook ..... CNS
ClothesLines—Marylou Luther ..... LAT
Coast to Coast—D. J. Herda ..... BRK
Coin Counting—Barbara White ..... NUM
Coin Notes—Ronald Anders ..... AR
Coin Roundup—Edward C. Rochette ..... LAT
Coin-Stamp-Medal World—F. G. Sadone ..... SPA
Coin-Wise—Leon T. Lindheim ..... UFS
Coinword—Robert Pearsall ..... LAT
Collector's Corner—Thomas A. Bateson ..... UFS
Collector's Item—John Hearn ..... TSS
Colonial Capers—Joe Escourido ..... UFS
Color Photo Division—The Image Bank of Canada ..... CWF
Color Picture Transmissions ..... UPIN
Color The Drawing—W. Trag ..... OPS
*Colour Picture Stories ..... AMU
Column—James Reston ..... NYT-NS
Column Closers ..... NEA
Comic Dictionary—Evan Esar ..... RTS
Comment On Spots—Edw. H. Sims ..... EDC
Commentary—Zan Thompson ..... LAT
Community Club Awards—John C. Gilmore ..... CCA
Computer—Friend Or Foe—Martin Nussbaum ..... TWN
Conchy—James Childress ..... CHI
Congressional Quarterly Service—Wayne Kelley ..... CQ
Consumer Contact—Arthur E. Rowse ..... CNI
Consumer Corner ..... CAP
Consumer Cues—Barb Mayer ..... CNS
Consumer Fraud-Don't You Be Cheated—Joe Werner ..... WER
Consumer Guidelines ..... CSP
Consumers Beware—Lynne Gordon ..... SUN
Consumers' Dilemma, USA—Samuel P. Levine ..... LEV
Consumer's Question Box—Margaret Dana ..... UFS
Contemporary Living—Letita Baldrige ..... LAT
Continental Diary—Noel Anthony ..... NANA
Cookin' With Moxie—D. B. Shaw ..... TWN
Cooking Corner ..... CNS
Coral Corner—Billy Hankey ..... MCF
Corinth The Jeweler—Kelly and Seymour ..... TWN
Cosgrove—Martin Duffy ..... TWN
Cosmic Signs ..... TVC
Country Music—Jack Hurst ..... CTN
Country Music People—Peggy Russell ..... TWN
Country Parson—Frank Clark ..... SM-RTS
Country Sunshine—Betty Holberg ..... RBN
Country View—Wendell Curtiss ..... TWN
Coupons—Bob Vojtko ..... AND
Courthouse Squares ..... CSP
Cowpokes—Ace Reid ..... COW
C. P. Houston—Clyde Peterson ..... RTS
Craft For Kids—Yvette Cummings ..... TWN
Craft Patterns—Smith Studios ..... FNS
Crwaford's Cartoons—Bill Crawford ..... NEA
Crazy Capers ..... MIL
Crazy Capers ..... CF
Creative Crafts—Dona Z. Meilach ..... MEI
Creative Home Crafts—Timothy Ahearn ..... ART
Creative Mothering—Terri Stanley ..... LAT
Crime Science—Jack Barnes ..... BIS
Criswell Predicts—by Criswell ..... MCN
Cromley/Washington Column—Ray Cromley ..... NEA
Crossword ..... CSP
Crossword Puzzle ..... SUB
Crossword Puzzle ..... EDC
Crossword Puzzle ..... MCN
Crossword Puzzle—Bernice Paschen ..... SM
Crossword Puzzle—Nina Cooper ..... APN
Crossword Puzzle—Katie Desatta ..... MOR
Crossword Puzzle with Cryptoquips—Eugene Sheffer, KFS
Crossword Puzzle with Cryptoquips—Thomas Joseph KFS
Crossword Puzzler ..... UFS
Crosswords ..... NEA
Crosswords ..... CNS
Crosswords Galore—Alan Foley ..... SBP
Curious Facts . . . —Donald Whitacre ..... CFF
Curious Facts . . . About Animal Life—Donald Whitacre ..... CFF
Curious Facts . . . About Ohio ..... CFF
Curtain Call—Kim ..... NEW

D

Daily And Weekly Crosswords—C. Gordon ..... OPS
Daily Investor—Don G. Campbell ..... UFS
Daily News Record ..... FA
Daily News Reports ..... RNS
Daily Short Story ..... OPS
Daily Stock Market Chart (Short Term Trend)—Charles E. Carden ..... STO
Dalton Camp—Dalton Camp ..... TSS
Dan Myers Column—Dan Myers ..... MYR
Darling You Are Growing Old If You Remember . . . —Robert Goddard ..... TWN
Darnell's Rating—Darnell Gary ..... DAR
Dateline America—Jeffrey Blyth ..... ITP
Dateline: Detroit—Don O'Reilly ..... AU
Dateline Israel—Daivd Landau ..... JTA
Datelinesac ..... CAP
Dateline: U. N.—Louis Halasz ..... NANA
Dateline Washington—Ted Edwards ..... TWN
David Broder Column—David S. Broder ..... WPW
David B. Wilson Column—David B. Wilson ..... LAT
Days and Customs of All Faiths—Dr. Howard V. Harper ..... LAT
D.C. Current—Cyrene Dear ..... DPR
Dear Abby—Abigail Van Buren ..... CTN
Dear Debbie—Deberah White ..... MCN
Dear Mother Earth—Joel & Lynn Rapp ..... LAT
Dear Sally—Sally Casey ..... OPS
Dear Teddy, Washington D.C.—Theodore Roosevelt Ogden ..... TWN
Deco Plans—Jean-Paul St. Michel ..... LAT-CWF
Decor Score—Barbara Hartung ..... CNS
Decorating Forum—Rose Bennett Gilbert ..... CTN
Deems—Tom Oka ..... SM
Dempster's Diary—Nigel Dempster ..... ITP
Denis Warner Column—Denis Warner ..... RTS
Dennis The Menace—Hank Ketcham ..... FNS
Design For People—Emily Malino ..... UPS
Designing Woman—Barbara Bradford ..... LAT
Destination—Joseph Adler ..... ADL
Detectograms—L. J. & N. A. Kirk ..... KIR
Diagramless Puzzle ..... EF
Dialing Around—Ruth Thompson ..... DIC
Dick Dunkel's College Basketball Index—Dick Dunkel ..... DSR
Dick Dunkel's College Football Index—Dick Dunkel ..... DSR
Dick Kleiner/Hollywood—Dick Kleiner ..... NEA
Dick Tracy—Chester Gould ..... CTN
Did You Know?—Ed Wilkins ..... TWN
Did You Know?—J. Jarvis ..... CSP
Dieting Today—Theodore Berland ..... EF
Digest of Books ..... SBP
Dinah Mite—Joe E. Buresch ..... JEB
Dining Out—Sandy Roberts ..... GSM
Diplomatic Pouch ..... FRY
DISCussion—Joe Kaliff ..... AMF
Distillates of Random Thoughts—Charles Rehns ..... REH
Do It Yourself—R. Randolph Karch ..... KAR
Do-It-Yourself—Steve Ellingson ..... UB
Do You Know?—Dorothy Yoder ..... INP
Doctor Game—Gifford Jones ..... TSS
Doctor Proctor—Eddie Germano ..... TWN
Doctor Smock—George Lemont ..... UFS
Dodie—Peter Garvey ..... TWN
Doing the Right Thing—Elizabeth L. Post ..... CTN
Don Hesse Cartoon—Don Hesse ..... LAT
Don Q—David Gantz ..... NYT
Don Wright ..... NYT
*Donald Duck—Walt Disney ..... KFS
Donato Daily—Andy Donato ..... SUN
Donato Weekly—Andy Donato ..... SUN
Dondi—Irwin Hasen ..... CTN
Dooley's World—Roger Bradfield ..... KFS
Doonesbury—Garry Trudeau ..... UNP
Doors—Woodie Hall ..... LEF
Doris Day—Her Own Story—A. E. Hotchner ..... LAT

Dorothy Richey's Travel Talk—
Dorothy & Noyes Richey ..... RPN
Dottie Decorates—Harry & Dorothy Brown ..... LAT
Dot To Dot—Earl Engelman ..... SBP
Double Take—Gerald Nachman ..... CTN
Doubleday Books (Fiction & Non-Fiction) ..... DDS
Doug Wright—Doug Wright ..... MIL
Douglas Fisher—Douglas Fisher ..... SUN
Down To Earth—Walter Masson ..... DTE
Downbeat—Yannis Yannopoulos ..... MCF
Dr. Crane's Quiz—Dr. George W. Crane ..... HPS
Dr. Dumphy—Reamer Keller ..... FNS
*Dr. Kildare—Ken Bald ..... KFS
Dr. Lee Salk's Column—Dr. Lee Salk ..... FNS
Dr. Miriam Landau—Miriam Landau, Ph.D. ..... LAN
Dr. Neil Solomon—Neil Solomon, M.D., Ph. D..... LAT
Draw Your Own Conclusion—Courtney Dunkel ..... WSS
Drawing Is Fun—W Trag ..... SBP
Dreams—George Christian ..... LAT
Dress Pattern Features—Anne Adams ..... KFS
Dress Pattern Features—Marion Martin ..... KFS
Driver Ed & Edna—The Dintimans & Ross Bunch .. TWN
Drivers Seat—Robert W. Irwin ..... NANA
Drug Abuses—Irene Konig ..... TWN
Drugs Your Doctor Prescribes By Rex Medica—
John Brennan ..... LAT
Dumplings—Fed Lucky ..... LAT
Dunagin's People—Ralph Dunagin ..... FNS
Durslag Sports Column—Melvin Durslag ..... KFS

E

Easy Does It—Win Packer ..... TSS
Eat On Washington—Washington Star ..... CTN
Eat Drink & Be Merry—Robert J. Misch ..... WNS
Eat and Grow Younger—LeLord Kordel ..... SPE
Eat Up & Slim Down—LeLord Kordel ..... SPE
Eat Your Troubles Away—LeLord Kordel ..... SPE
Eat Yourself Slim—Shirley Bright Boody ..... CNS
Eating Right—Ruth Fremes & Zak Sabry ..... TSS
Eb & Flo—Paul Sellers ..... UFS
Economic Analysis—Leonard Silk ..... NYT-NS
Economic Impact—Hobart Rowen ..... WPW
Economics for the Perplexed—Warshaver & Joselow .. LAT
Ed Fischer Editorial Panel—Ed Fischer ..... MCN
Editorial Cartoon—Dick Hodgins Sr. ..... SM
Editorial Cartoon—Mike Gregory ..... SUB
Editorial Cartoon—Noah Bee ..... JTA
Editorial Cartoon—Milt Morris ..... APN
Editorial Cartoon—Jeff MacNelly ..... CTN
Editorial Cartoon—Wayne Stayskal ..... CTN
Editorial Cartoon ..... CSP
Editorial Cartoon—Here Ficklen ..... AVA
Editorial Cartoons ..... BPS
Editorial Cartoons—Edmond Valtman ..... TWN
Editorial Cartoons—Eddie Germano ..... TWN
Editorial Cartoons—Dave Simpson ..... CFI
Editorial Cartoons by Rick Wilson—Rick Wilson ... WLS
Editorial Research Reports—Hoyt Gimlin ..... CQ-EDR
Editorial Service ..... TAB
Editorials—Edward R. Sims ..... EDC
Editors Choice Specials ..... RTS
Education of A Public Man—Hubert H. Humphrey DDS
Education Today—Patricia McCormack ..... UPI
Eek & Meek—Howie Schneider ..... NEA
Eight Is Enough—Tom Braden ..... LAT
Elderman—Roy Elderman ..... MCF
Elmer Stoon—Don Knudsen ..... SIE
Emmy Lou—Marty Links ..... UFS
Encounter—Bruce Humphrey ..... ENR
Energy Report (Southwest)—Jolly Scoram ..... SCR
Entertainment and The Arts ..... IMN
Entertainment Whirl—Buddy Basch ..... BAS
Entertainment World—Damon Loy & Dart Anthony TWN
Eppie The Hostess's Helper—Helen Nalsmith ..... TWN
Errors—F. Hays ..... SBP
Essay—William Safire ..... NYT-NS
Et Tu—Don Harper ..... LAT
Etc. & P.S.—Irma Ganz Miller ..... SA
Etc. Service ..... LAT
Evans On Chess—Larry Evans ..... CHE
Everybody's Business—John Douglas Panius ..... MCF
Everybody's Money—Merryle Stanley Rukeyser ..... SIM
Everyday Editorials—Monte F. Bourjaily ..... GLS
Eye On Cuba—William Glandoni ..... CNS
Eye On Medicine—Lee Butcher ..... TWN

F

Faces In The News—Frank G. Murphy ..... DIS
Fact-O-Rama—M. W. Martin ..... MAR
Fact Or Fantasy? ..... BAS
Fact Stack ..... MIN
Family Circus Weekend—Bill Keane ..... RTS
Family Finance—Bettly Yarmon ..... WNS
Family Physician—James G. Price, M.D. ..... SUB
Famous Caricatures—T. Armstrong ..... OPS
Famous Recipes—J. Sherrod ..... SBP
Famous Short Stories ..... SBP
Famous Tongue Twisters ..... SBP
Farris Wheel—J. Farris ..... SBP
Fascinating Fabrics—Francis Dietrich ..... MCN
Fashion & Beauty Tips ..... NEA
Fashion And Fabrics—Fannie Gleeson ..... MCN
Fashion/Beauty Newsfeatures—Ellie Grossman ..... NEA
Fashion Face And Figure—Florence de Santis ..... UFS
Fashion In The News—Martin Allman ..... AUN
Fashion 'n' Figure—Paige Palmer ..... FAS
Fashions—Dina Dellale ..... EPS
Fashions—L. Sims ..... EDC
Fat Freddy's Cat—Gilbert Shelton/Dave Sheridan .. RIP
Feature Story—Bill Griffith: Reporter ..... GRF
Features and Quizes—Graham & Heather Fisher .... ITP
Feel Young Again—Lelord Kordel ..... SPE
Feiffer—Jules Feiffer ..... FNS
Feminist Q&A—Mary Ellen Corbett ..... COS
Ferd'nand—Dahl Mikkelsen ..... UFS
Fighting Crime—Tom Tiede ..... NEA
Figleaves—Greg Curfman ..... SAN
Figments—Dale Hale ..... MAN
Figure Fun—B. L. Payton ..... TWN
Filler—Mary Walbis ..... TWN
Fillers—Sanford Payne ..... PAY
Fillers—Violet B. Rourke ..... TWN
Fillers—Rosalyn Boyd ..... MOR
Film Clips—Bruce Connolly ..... BIS
Film Fare—Laurie Lee ..... WOR
Film World ..... UPI
Filmviews—Alan Caruba ..... INP
Finance—Jack MacArthur ..... TSS
Find-a-Quote ..... EF
Fireside Chats—Gustav Detjen, Jr. ..... DET
First Aid to Ailing House—Roger Whitman ..... UFS
First One In—Ed Collins ..... CNS
Fischetti—John Fischetti ..... FNS
5 Minute Mysteries—C. W. Walker ..... SBP
Fix It Yourself—Hubbard Cobb ..... WSS
Flamingo—R. A. Roche ..... PF
*Flash Gorden—Dan Barry ..... KFS
Flashback Calendar ..... AF
Flashback On Canada—Bob Bowman ..... SUN
Flea Market Finds—Dan D'Imperio ..... CRO
Fletcher, The 4-H'r—Joe E. Buresch ..... JEB
Flintstones—Hanna-Barbera Productions ..... MCN
Flip Art—Al Goring ..... GOR
Flora—Ruth Goring ..... GOR
Focus On Films—Veronica Burke ..... EXC
Food—Peggy Read ..... EPS
Food Basket ..... CSP
Food Facts ..... LUI
Food For Americans—Aileen Claire ..... NEA
Food For Thought—Alice Denhoff ..... KFS
Food For Thought—Dr. Jean Mayer ..... CTN
Football Fact Finder—James H. O'Hare ..... MCS
Footlights & Kleiglights—Ted Edwards ..... TWN
Footloose With Frye—William R. Frye ..... FRY
Footwear News ..... FA
For A Happy Life—Fritchie Saunders ..... HC
For & About Teenagers ..... CSP
For A. Ppalling Questions & Answers—
A. Ppalling ..... TWN
For Money Or Love—Robin Lloyd ..... CNF
For The Consumer—Sidney Margolius ..... WNS
For Women Only—Dr. Lindsey R. Curtis ..... UFS
Foreign Affairs—C. L. Sulzberger ..... NYT-NS
Foreign Editors Say ..... AWP
Foreign News Commentary—Phil Newson ..... UPI
Foreign Strips ..... SBP
Fortune Kookies—Charles Glass ..... CTN
Fortune Teller—Margret Fulton ..... SBP
4 Color TV Photos ..... TVC
Frank And Ernest—Bob Thaves ..... NEA
Frank Interlandi Cartoon—Frank Interlandi ..... LAT
Frank van der Linden—Frank van der Linden ..... UFS
Frankly Female—Marcy Bachmann ..... OAK
Frankly Speaking ..... WIP
Fred Bassett—Alex Graham ..... FNS
Freddy—Rupe ..... FNS
Free For The Asking—Harriet Hart ..... CWF
Freighter Travel—Norman Austin ..... HIS
Friends And Romans—Tom Isbell ..... CFI
From History's Scrapbook ..... CSP
From Julia Child's Kitchen—Julia Child ..... LAT
From The Editor's Disc—Tom Villella ..... TWN
From Where I Sit (WWD)—Samuel Feinberg ..... FA
Front Page—Peter Menkin ..... TWN
Fun-Bug—How Rand ..... SM
Fun Features—Rick Wilson ..... WLS
Fun Fillers—Dennis Cleary ..... DEN
Fun & Games—W. Trag ..... SBP
Fun In The Kitchen—Michelle Christian ..... RBN
Fun With Figures—J. A. H. Hunter ..... SUN
Funky Winkerbean—Tom Batiuk ..... FNS
Funland—Art Nugent ..... UFS
Funny Business—Roger Bollen ..... NEA
Funny Fizzles—William Neller/James Molica ..... EF
Future Think—Richard P. Brennan ..... TWN

G

Gabe and Loki—Ross E. Bunch ..... TWN
Gahan Wilson Sunday Comics—Gahan Wilson ..... RTS
Gallup Poll—Dr. George Gallup ..... FNS
Gamble Cartoons—Ed Gamble ..... RTS
Games & Puzzles ..... OPS
Gandhi's Monthly Forecast—M. K. Gandhi ..... TWN
Gardening—Fred Dale ..... TSS
Gardening Series—Allan A. Swenson ..... NEA
Gardens—Olive E. Allen ..... DHJ
Garth—Frank Bellemy ..... ITP
*Gary Player's Golf Class—Gary Player ..... KFS
Gasoline Alley (D&S)—Dick Moores ..... CTN
Gemini Maps ..... ITP
Gemini News Service ..... MIL-ITP
Gene Basset—Gene Basset ..... UFS
General Features & New Items ..... WUP
Generation Rap—Helen and Sue Bottel ..... KFS
George Will Column—George F. Will ..... WPW
Georgia Editorial (Cartoon)—Boyd ..... MOR
Georgie Anne Geyer Column—Georgie Anne Geyer ... LAT
Gerties Gig—Suzanne Farrow ..... LAT
Get Well & Stay Well—Richard W. Post ..... TWN
Get Your $ Worth—Sally & Jim Adams ..... MCN
Getting It Together—Lloyd Wynn ..... TWN
Ghoulsville—Peter Garvey ..... TWN
Giant Crossword ..... ITP
Gil Thorpe—Jack Berrill ..... CTN
Gilmore Brothers "Music Scene"—
Douglas & Keith Gilmore ..... TEL
Ginger—Orla Getterman ..... UFS
Glad You Asked That!—Marilyn & Hy Gardner .... FNS
Glasserfied Directory—Selma Glasser ..... GLA
God Can Do It—Norman Kugler ..... MCF
God's Country—Henry Blackburn ..... BSF
Going Our Way—Bob Sloane ..... STR
Golden Gleams—L. Hughes ..... EDC
Golden Years—Tom Collins ..... LAT
Golf Cartoons ..... OPS
Good Buys: What, Where, Why—Louise Patterson .. TWN
Good Earth Almanac—Monte Burch ..... UNP
Good Health Through Mind Power—Charles Rehns .. REH
Good News From The Bible ..... CSP
Good Old Days-Antiques Fair—Erwin Hess ..... UFS
Gordo—Gus Arriola ..... UFS
Goren On Bridge—Charles Goren & Omar Sharif .. CTN
Gossiping With Doris Lilly—Doris Lilly ..... MCN
Gourmet Gardener—Dennis Cleary ..... DEN
Gourmet On A Budget—Sandal & Pritch English .. ENG
Gourmet's Notebook—Rebecca Caruba ..... INP
Government Contract Administration—
Porter B. Williamson ..... MSC
Grab Bag—Fred Philcox ..... CIT
Graffiti ..... MCN
Graffiti Graphology—Joanne Romine ..... MOD
Granny—Werner Wjep-Olsen ..... FNS
Gran'pa Mac—Jim McDaniels ..... TWN
Grandpa's Boy—Brad Anderson ..... SM
Graphic Commentary—Francis Brennan ..... NIE
Graphoanalysis Scrapbook—Robert W. Pelton .... TWN
Grass Roots Clippings—Kerwin Hoover ..... HTF
Graysmith—Robert Graysmith ..... CHR
Great Atomic Aftermath & Fresh Fruit Festival—
James Schumeister ..... LAT
Green & Grassy—Mike Beaudoin ..... BEA
Green Talk—Jud Arnold ..... CWF
Grin & Bear It—George Lichty/Fred Wagner ..... FNS
Growing Older—Lou Cottin, Harold Blumenfeld .... NEA
Growing Older With Sidney Ascher—Sidney Ascher .. ASC
Growing Up Around The World—Thomas Majerski .. TWN
Growth, Conflict And Hangups—Dr. Saul Kapel .... CTN
Grubby—Warren Sattler ..... SM
Grumps—Roger Price ..... MAN
*Gunner—Alfredo Grossi & Lucho Olivera ..... KFS
Gus Tyler—Gus Tyler ..... UFS

H

*Hagar The Horrible—Dik Browne ..... KFS
Hair Care—Carole Bentley ..... ITP
Handiaids—G. H. Patt ..... TWN
HANDICAPrules—Terry Brickley ..... MAN
Handi-Football Ratings—Mort Olshan ..... MOS
Handy Family—Lloyd Birmingham ..... LAT-JFS
Happier Living—Phillis Mitchell ..... MIT
Happy Gardener ..... MCN
Hardpan—J. Griswold ..... GRI
Harriet Van Horne Column—Harriet Van Horne .. LAT
Harris Survey—Louis Harris ..... CTN
Harvest Time Of Life—Charles Rehns ..... REH
Have Fun!—Lee Bryan (Hints, by Rube Weiss) .... BLA
Have You Ever Been There?—Don Blevins ..... TWN
Have You Met?—Y. L. Tiajeliff ..... NPS
Hayakawa Column—S. I. Hayakawa ..... RTS
*Hazel—Ted Key ..... KFS
Head Set—Dennis Ellerson ..... EMA
Heads & Tails—Robert Taylor ..... ECS
Headline Re-write—Brice McQuillin ..... TWN
Health—Pauline Bondonno ..... CAP
Health and Science—Ann Honig ..... WNS
Health Capsules—M. Petti, M.D. ..... UFS
Health Science News—Samuel Klein, Dr. SC. ..... RTV
Health To-Day—Dr. O. A. Battista ..... SBP
Health's-A Poppin—Marion Wells ..... CNS
Heartline—Charles Musick ..... RTS
Heathcliff—George Gately ..... MCN
Helen Help Us!—Helen Bottel ..... KFS
Help-Mate—Linda Yakovich ..... CNI
Help Police!—Buddy Basch ..... BAS
Hemisphere Report—William Glandoni ..... CNS
Henrikson Editorial Cartoon—Arthur A. Henrikson . HEN
*Henry—John Liney & Ron Trachte ..... KFS
Henry J. Taylor—Henry J. Taylor ..... UFS
Here and There—Hode Hathaway ..... TWN
Here's How—Gene Gary ..... CNS
Here's The Plan ..... JBF
Herman—James Unger ..... UNP
Heroine For A Day—Frances Scott ..... BAS
*Hi And Lois—Mort Walker and Dik Browne .... KFS
Hi Fi/Stereo Equipment ..... IMN
Hints For The Home—Bob Mattis ..... CTN
*Hints From Heloise ..... KFS
Historical Fillers ..... CNS
Hockey For Minors ..... TSS
Hockey Tips—Bobby Orr ..... SUN
Holiday Preparedness ..... NEA
*Hollywood—Dorothy Manners ..... KFS
Hollywood Beat—Bill Lane ..... WOR
Hollywood Connection—W. E. Burke ..... EXC
Hollywood Hotline—Nancy Anderson ..... CNS
Hollywood Hotline—James Bacon ..... NANA
Hollywood Inside—John Austin ..... HIS
Hollywood Interviews ..... OPS
Hollywood Is A Four-Letter Town—James Bacon .. CNF
Hollywood Pit Stop—Anthony Cardoza ..... HOP
Hollywood Television Report—Ernie Kreiling ..... HTR
Hollywood's Twilight Years—Crosby L. Day ..... TWN
Hollywood's Unsolved Mysteries—John Austin ..... HIS
Holmes Alexander Column—Holmes Alexander ..... MCN
Home Furnishings Daily ..... FA
Home Game—Virginia Truax ..... MCN
Home Improvement—Bernard Gladstone ..... NYT
Home Line—Dorothy Ritz ..... LAT
Home Of The Week ..... TSS

Home Of Your Own—Jean-Paul St. Michel ..... LAT
Home Repairs—C. Gordon ..... SBP
Home Team—Cliff Wirth ..... MCN
Homegrown—Terri Gabriel ..... LAT
Homeowners' Money Savers—Douglas Tuomey ..... LAT
Honeydew—Harry Gaines Goodman, Jr. ..... GOJ
Hoo-Dunnit—Fred H. Lamb ..... CF
Hoop Ratings—Mort Olshan ..... MOS
Hooray For Kids—Shirlee Newman & Jean Corcoran TWN
Horoscope—B. J. Crowley ..... EDC
Horoscope—Francesco Waldner ..... ITP-MIL
Horoscope—Clay Pollan ..... MCN
Hospital Quips—Rube Weiss ..... BLA
Hot Shot Sam—Samuel P. Levine ..... LEV
House Detective—Carmen Collins ..... TWN
House Of The Week—Andy Lang ..... APN
House Plans—Gerry Bishop ..... UFS
Household—Ida Fried ..... EPS
Household Repair Dictionary—Kurt Singer ..... SBP
Household Scrapbook—Mary Craig ..... OPS
Housing News—Hugh L. Morris ..... MNS
How Can I—Beth Lewis ..... OPS
How Do They—Detroit News ..... UNP
How Times Have Changed—Dorothy Murray ..... TWN
How To Be A Better Manager—Whitt N. Shultz .... KNF
How To Be A Supermother—Dick Harris ..... HAA
How To Be More Successful—Whitt N. Schultz ... KNF
How To Be Rich and Beautiful—D. Richey-P. Bosch RBN
How To Build Your Own Business—
Whitt N. Schultz ..... KNF
How To Communicate Effectively—Whitt N. Schultz KNF
How To Develop The Magical Powers
Of Your Mind—Liloth Keats ..... TWN
How To Develop Your Potential—Whitt N. Schultz KNF
How To Have Winning Ideas—Whitt N. Schultz .. KNF
How To Improve Your Letterwriting Skills—
Whitt N. Schultz ..... KNF
How To Keep Well—Dr. T. R. Van Dellen ..... CTN
How To Make The Best Of You! (Beauty Feature)—
Jan Marshall ..... RBN
How To Manage Conflict—Whitt N. Schultz ..... KNF
How To Motivate Yourself—Whitt N. Schultz ..... KNF
How To Sell By Wail—Whitt N. Schultz ..... KNF
How To Sell Successfully—Whitt N. Schultz ..... KNF
How To Sell Your Ideas—Whitt N. Schultz ..... KNF
How To Series—Peter Passell ..... LAT
How To Solve Your Problems—Whitt N. Schultz .. KNF
How To Speak Successfully—Whitt N. Schultz .... KNF
How To Survive A Tax Audit—D. J. Scherer ..... REY
How To Take The Fun Out Of Driving—Dick Harris HAA
How To Take The Fun Out Of Golf—Dick Harris .. HAA
How To Take The Fun Out Of Tennis—
Dick Harris & Dave Kohl ..... HAA
How To Talk With Practically Anybody About
Practically Anything—Barbara Walters ..... DDS
How To Use The Goldmine Between Your Ears—
Whitt N. Schultz ..... KNF
How To Think Creatively—Whitt N. Schultz ..... KNF
How To Win A Better Job—Now!—Whitt N. Schultz KNF
How Well Do You Know Yourself—Carmen Collins . TWN
How Women Turned Themselves Beautiful—
Jennifer Anderson ..... LAT
How's Business? ..... BAB
*Hubert—Dick Wingert ..... KFS
Hugh Haynie Cartoon—Hugh Haynie ..... LAT
Human Behavior Report ..... MAN
Human Side Of Investing—G. L. Ludke ..... BEL
Human Side Of Science ..... LUI
Humoresque—Don Alexander ..... ARU

I

I Beg To Differ—Frank Lowe ..... CWF
Idea Chaser—Jerry Langell ..... AF
Ideas, Issues & Insights—Harry Humphreys ..... PUB
Idea Man—Don Randon ..... TWN
Idle Musings—Lynette Evans ..... TWN
If I Had My Way—Kern Pederson ..... TWN
If It Fitz—Jim Fitzgerald ..... LAT
If Your Name Is—Ann Reynolds, Ph.D. ..... RFS
In Good Spirits—Ariel Winters ..... TWN
In Over My Head—Howard Anderson ..... YAN
In The Cellar—Steve Mann ..... MOD
In The Kitchen—Tiny Bennett ..... SUN
In The Minority ..... MIN
In The Nation—Tom Wicker ..... NYT-NS
In The News (Photos) ..... SUB
In The Public Interest—Ralph Nader ..... RTS
In Washington—Ron Hendren ..... LAT
In Washington: With Duane Turner—Duane Turner .. TUR
Indoor Gardener—Jon Peterson ..... BRK
Indoor Gardening—Janet Tara ..... NEA
Indoor Gardening—Gay Nightingale ..... ITP
Indoor Gardening—Katherine B. Walker ..... FNS
Internal Revenue—I. R. Ess ..... TWN
Inflation Fighters—Hal Ball ..... RPS
Innocence Abroad—Mary Gauerke ..... WSS
Inside Auto Racing—Don O'Reilly ..... AU
Inside Daytime TV—John Austin ..... HIS
Inside Education—Harvey J. Brudner, Ph.D. ..... GNB
Inside Fashion—Eugenia Sheppard ..... FNS
Inside Hockey—Stan Fischler ..... TSS
Inside Labor—Victor Riesel ..... FNS
Inside Report—Rowland Evans & Robert Novak .... FNS
Inside TV—Joey Sasso ..... MCN
Inside Washington—Robert S. Allen ..... FNS
Inside Woody Allen—Joseph Marthen ..... KFS
In-Sights—Dr. Walt Menninger ..... UNP
Insight—John Wykert ..... NANA
Insurance For Consumers—Dave Goodwin ..... GWN
Interior Decorating—Genevieve Fernandez ..... UFS
International Adventure (Numismatic)—Julius Weiss WEI
International Adventure (Philatelic)—Julius Weiss . WEI
International Dateline—Duarte deMartinau ..... TWN
International Sunday School Lesson Comments—
Herbert C. Bradshaw ..... BRD
Interpretive Report/Worldwide—Stanley Karnow ... RTS
Investment Notes ..... UPI
Investors' Guide—Sam Shulsky ..... KFS
Is Everybody Happy—And Why Not—Harold Dietrich TWN
Isn't It The Truth!—Carl Riblet, Jr. ..... INO
Isn't It The Truth?—Charles Rehns ..... REH
Item Factory Contest—Robert Hoyt ..... UNP
It Happened In Hollywood—Scott M. Lawrence .... LAT
It Happened Last Night—Earl Wilson ..... FNS
It's A Cockeyed World—Joe Kaliff ..... AMF
It's A Laugh!—Rube Weiss ..... BLA
It's My Opinion—Irene Corbally Kuhn ..... CF
It's News To Me—Herb Caen ..... CHR
It's On The Tip Of My Tongue—Dan Carlinsky ..... EF
It's Your Landscape—George E. Creed ..... FNS
It's Your Life—Richard Armstrong ..... MCN

J

Jack Anderson's Weekly Special—Jack Anderson ... UFS
Jack Knife & T. Spoon—Sarge O'Neill ..... SOU
Jack Pokress Reporting Sports Column—Jack Pokress NFI
Jackson Twins—Dick Brooks ..... MCN
Janeway Capsule—Eliot Janeway ..... CTN
Janeway Economic Service—Eliot Janeway ..... CTN
Jaundiced Eye—Mark Deitch ..... TWN
Jazz On Record—Jeff Barr ..... TWN
Jeane Dixon Horoscope—Jeane Dixon ..... CTN
Jeane Dixon Predictions—Jeane Dixon ..... CTN
Jeffrey Hart ..... KFS
Jericho Jones—Stephen C. Graham and
Kirk A. Luehrs ..... TFI
Jesse Jackson's Observations—Rev. Jesse L. Jackson BPS
Jest About Pets—Edward J. Lewis ..... TWN
Jest For Laffs—Audie Bransford ..... TWN
Jewish Quiz Box—Dr. Samuel J. Fox ..... JTA
Jews In Sports—Haskell Cohen ..... JTA
J. F. terHorst—J. F. terHorst ..... UNP
*Jim Bishop: Reporter—Jim Bishop ..... KFS
Jim Brewer And The World—Jim Brewer ..... RCH
Jim Murray Sports Column—Jim Murray ..... LAT
Jim Proudfoot—Jim Proudfoot ..... TSS
Jimmy The Greek—Jimmy Snyder ..... FNS
Jobs . . . How To Do What You Want To Do—
Roberta Roesch ..... MSCF
Joe Navajo—Peter Garvey ..... TWN
Joe Palooka—Tony DiPreta ..... MCN
John Dough—Susan Wyatt ..... MCF
John Keasler Column—John Keasler ..... MCN
John D. Lofton, Jr.—John D. Lofton, Jr. ..... UFS
John Sinor Column—John Sinor ..... CNS
*Johnny Hazard—Frank Robbins ..... KFS
Johnny Wonder—Dick Rogers ..... EF
Jolly Green Thumb—Mary Furey Crymes ..... SUB
Jorgy Cartoons—Bruce Jorgensen ..... IND
Josh Billings Sez—Rube Weiss ..... BLA
Judge For Yourself—Brian McGinty ..... TWN
Judge Parker—Dr. N. P. Dallis and Harold Le Doux FNS
Judith Randal—Judith Randal ..... PRI
Julian Bond At Large—Julian Bond ..... BPS
Jumble—Bob Lee & Henri Arnold ..... CTN
Jungle Jube O'Lee—Woody Kimbrell ..... TWN
Junior Editors ..... APN
Junior Jumble—Bob Lee & Henri Arnold ..... CTN
*Junior Whirl—Hal Kaufman ..... KFS
Junk or Treasure?—Edward V. Rothkirch ..... TWN
Just For Kids—Ben L. Moon ..... MNC
Just For Your—Earl Engleman ..... SPB
Just Imagine—Kern Pederson ..... TWN
Just Supposin'—Garrett Mathews ..... TWN
Justice Story ..... CTN

K

Karikature Karnival—Joe L. Kaliff ..... AMF
Karikaturettes ..... AMF
Karol C. Thaler—Karol C. Thaler ..... NANA
Karpin On Bridge—Fred Karpin ..... CTN
Kate—Charles Higham ..... LAT
Kelly & Duke—Jack Moore ..... UNP
Kerry Drake—Alfred Andriola ..... FNS
Kershner's Commentary—Howard Kershner ..... AMW
Kevin P. Phillips ..... KFS
Kid Carson Says—Buddy Blair ..... BSF
Kids' Corner—Claire Nagel ..... COF
Kids' Korner—Jesse Jacobs ..... MCN
*Kingsbury Smith ..... KFS
Kisses—Vivian Greene ..... KIS
Kitchen Cynic—Bern Sharfman ..... AMF
Kitchen Sampler—Jane Mengenhauser ..... KSS
Knight News Wire—Dean Schoelkopf ..... KNT
Knight News Wire ..... CTN
Know How—Usborne ..... FNS
Know-Their-Votes ..... AMW
Know-What's-Up ..... AMW
Know Your Faith ..... NCF
Know Your Antiques—Ralph and Terry Kovel ..... RTS
Know Your State Contest ..... SF
Kohlmeier Column—Louis Kohlmeier ..... CTN
Krass & Bernie—G. Trosley ..... OPS
Kudlaty's Cartoons—Ed Kudlaty ..... NEA

L

*La Chispa De Kris—Kris ..... EMA
Labour Report—Ed Finn ..... TSS
Ladies Day—John Rouson ..... LAT
Ladies First—Trixie Belmont ..... WNS
*Laff-A-Day ..... KFS
Laff It Up—Vern Hansen ..... TWN
Laff Of The Week ..... CSP-MIL
Landmark Decisions—Martin J. Ross ..... LAW
Lane's Cartoons—John Lane ..... NEA
Lansky's Look—Bernie Lansky ..... UNP
Larry's World From Punch—Larry ..... SBP
Las Vegas Life—Mark Tan ..... WOR
Latin America—Virginia Prewett ..... NANA
*Latin-American Art—Rafael Squirru ..... ALA
*Latin American Picture Library Service ..... AMU
*Latin-American View—Arturo Uslar-Pietri ..... ALA
*Latin Corner ..... ALA
*Latinoamerican General Features—
Danilo Vasquez & Carlos A. Passera ..... AMU
*Latinoamerican News—Omar Pohlete ..... AMU
*Latin Sharp Shooter—Jorge Edwards ..... ALA
*Latin View Of The U.S.—Carlos A. Montaner .... ALA
*Laugh It Off—Syd Hoff ..... KFS
*Laugh Time—Bob Shroeter ..... KFS
Laughable Laws—Lee Gall ..... TWN
Laughing All The Way—Nina Diamond ..... DIA
Laughs From Europe ..... RTS
Lautens Column—Gary Lautens ..... TSS
Legal Aid—Martin J. Ross ..... LAW
Legal Briefs—John Ritter & Paul Levine ..... TWN
Legal Laffs—Rube Weiss ..... BLA
Leisure & Hobbies ..... IMN
Leisurecrafts—Ernice Svinicki ..... TWN
Leonardo—Phil Collins ..... ART
Lesson In English—C. Gordon ..... SBP
Let's Ask The Bible—A. G. Van Campen ..... GLS
Let's Ask The Cook—Carol McGarvey ..... RTS
Let's Do It Together—Dr. Dorothy Rubin ..... PRI
Let's Live Longer—Lelord Kordel ..... SPE
Let's Make—Ben Cory ..... HAR
Let's Sew ..... KFS
Let's Stay Well—F. J. L. Blasingame, M.D. ..... UFS
Let's Take Pictures—Irvine A Brace ..... MIL
Let's Talk—Rev. Lee Truman ..... CNS
Let's Talk About Your Car—Ray Hite ..... ECS
Letters From Dad—Martin J. Ross ..... LAW
Liberation Legislation—Libby Ration ..... TWN
Life Begins At 40—Joanne Farris ..... MCN
Life In Music—The Dameans ..... NCF
Life In The Big City—John Richardson ..... RCH
Life In The Suburbs—Al Smith ..... SM
Life's Like That—Fred Neher ..... UFS
Lifestyle—Rita Harper ..... HAC
Life Styles—Marian Christy ..... UFS
Light Your Own Candle—Gerta Kay ..... TWN
Lines To Gag On—A. Ppalling & Mickey McTague .. TWN
Li'l Abner—Al Capp ..... CTN
L'il Sports—Cliff Worth ..... MCN
Lindbergh: A Biography—Leonard Mosley ..... DDS
Lippy The Yippy—Sarge O'Neill ..... SOU
Listen, Bess—Bess Myerson ..... CTN
Lit Bits—John Hardebeck ..... TWN
Little Farmer—Kern Pederson ..... SM
Little Green Man—Jaime Diaz ..... EMA
*Little Iodine—Bob Dunn & Hy Eisman ..... KFS
Little Orphan Annie—Harold Gray ..... CTN
Little Peoples Puz—Leo White ..... UFS
Little Sport—John Rouson ..... LAT
Live 'N Laff—Rube Weiss ..... BLA
Live Longer And Be Happy—Charles Rehns ..... REH
Living Decor—Redfield Kaub ..... MCF
Living End—Hal Holland ..... SM
Living Scriptures—Jack Hamm ..... SM
Liz Smith Column—Liz Smith ..... CTN
L. M. Boyd—L. M. Boyd ..... CRO
Local Editorial Cartoons—Jerry Alexander ..... ALX
Lolly—Pete Hansen ..... CTN
London Daily Mail/Evening News, News Service ... ITP
London Daily Mail News Service ..... ITP
London Daily Mirror Feature Service ..... ITP
London Daily Mirror News Service ..... ITP
London Economist News Service (LENS)—
Economist of London ..... EF-NEA
London Express Feature Service ..... UFS
London Express News Report ..... UFS
London Report—George Bain ..... TSS
London Sunday Mirror Feature ..... ITP
London Sunday Mirror News/Features ..... ITP
London Sunday People Features ..... ITP
Lonely Heart—Here Ficklen ..... AVA
Look- and Feel-Your Best—
Mr. Physical Fitness of the USA—Paul Bernstein RBN
Look & Learn—Anne Sanders ..... SBP
Look Smart—Harry Juster ..... RTS
Look To The Stars—Laurie Keast ..... TWN
Look Who's Talking—Alice Burke ..... EXC
Lookin' Around Hollywood—Jerry M. Zelenka ..... TWN
Loretta Lynn, The First Lady Of Country Music—
Loretta Lynn with George Vecsey ..... LAT
Los Angeles Times Cross Words—Margaret Farrar .. LAT
Lost Capitols—Ruth Gash Taylor ..... TWN
Lost Pages From American History—Webb Garrison CNF
Lou Edman Describes—Lou Edman ..... EDM
Lou Grant Cartoon—Lou Grant ..... LAT
Louie—Harry Hanan ..... CTN
Louis Ruckeyser Column—Louis Ruckeyser ..... MCN
Louisa's Letter—L. Sims ..... EDC
Love Is . . . —Kim Grove ..... LAT
Love On Life—Phillip H. Love ..... LOV
Love Story—Faye Engler ..... TWN
Loving Free—Paula & Dick McDonald ..... SMP
Low Down from the Congressional Record—
Joe Crump ..... CRU
Lubor J. Zink—Lubor J. Zink ..... SUN
Lucky and Able—Walter Pinter ..... TWN
Lucille Rivers On Sewing—Lucille Rivers ..... FNS
Lumpits—Mal Hancock ..... WSS
Lurie—Ranon Lurie ..... KFS
Luther—Brumsic Brandon, Jr. ..... LAT

M

MacNelly Caricatures—Jeff MacNelly ..... CTN
Macpherson Cartoons—Duncan Macpherson ..... TSS
Made Public—Marv. Arthur ..... ARU
Maddox Column—Gaynor Maddox ..... NEA
Magic Carpet—Edward von Rothkirch ..... TWN
Magic Carpet Over Broadway—Joe Kaliff ..... AMF
Magicword ..... MCN
Main Street—Ted Green ..... PWF
Mainly For Seniors—John T. Watts ..... CNS
Make It With The Kids—Keith Gordon ..... TWN
Make People Like You—Lelord Kordel ..... SPE
Making Ends Meet—John Dorfman ..... APN
Making It—John T. Molloy ..... SMP
Making Tracks—David H. Allen ..... WTF
Male Mail—Bobby Katzen ..... MAL
Man and Medicine—Irwin J. Polk, M.D. ..... PAG
Man To Man—Bill Thomas ..... CF
Managing Your Family's Money—Merle Dowd ..... RTS
*Mandrake The Magician—Lee Falk and Fred Fredericks ..... KFS
Maps ..... NEA
Map Madness—Robert W. Pelton ..... TWN
Marianne Means' Washington—Marianne Means ... KFS
Marilyn Beck's Hollywood—Marilyn Beck ..... NYT
Marilyn Manion—Marilyn Manion ..... AMW
Mark Drogin Book Reviews, or Book Mark (c)—Mark Drogin ..... DRO
Mark My Words—Jim Fiebig ..... LAT
Mark Russell Column—Mark Russell ..... LAT
Mark Trail—Ed Dodd ..... FNS
Mark Trail's Outdoor Tips—Ed Dodd ..... FNS
Market Place—Robert Metz ..... NYT-NS
Marlette—Douglas Marlette ..... KFS
Marmaduke—Brad Anderson ..... UFS
Martin's International Newsreel ..... MAR
Marvin Kitman Column—Marvin Kitman ..... LAT
Mary McGrory Column—Mary McGrory ..... WSS
Mary Worth—Allen & John Saunders, Ken Ernst .. FNS
Mauldin—Bill Mauldin ..... FNS
Max Lerner Column—Max Lerner ..... LAT
Max Rafferty Column—Max Rafferty ..... LAT
Mazes Galore—W. Quinn ..... OPS
McGovern Cartoon—Bob McGovern ..... NCF
McKenzie Porter—McKenzie Porter ..... SUN
MD—James Whatley ..... ITP
Medical Column—Lawrence E. Lamb, M.D. ..... NEA
Medical Consumer—David Hendin ..... EF-ESN
Medical Digest—Ed Orloff ..... CFI
Medical Memo—Karen Carden ..... TWN
Medical Memos—Dr. H. L. Herschensohn ..... LAT
Medicalia—M. W. Martin ..... MAR
Medicine—Dr. M. I. Salomon ..... WUP
Medicine Chest—H. Boswell York, R. Ph. ..... MCN
Medifax and Fiction ..... LUI
Meet The Stars—Frederic Davies ..... ITP
Meichels—Norma Barach ..... JTA
Meltzer on Real Estate—Bernard Meltzer ..... FNS
Memo To Caesar—D K. Woodman ..... HPS
Memory Quiz—Donald Saltz ..... TRQ
Men & Women—Mel Calman ..... FNS
Men's Wear ..... FA
MetroNews—Jo Hindman ..... MTN
Michael Brand—William Barry ..... ADV
Michael Novak—Michael Novak ..... WSS
Mickey Finn—Morris Weiss ..... MCN
*Mickey Mouse—Walt Disney ..... KFS
Mike Peters—Mike Peters ..... UFS
Miller's Fillers—Kirk Miller ..... MOR
Milt Dunnell—Milt Dunnell ..... TSS
Milton Moskowitz Column—Milton Moskowitz ..... LAT
Mind Your Money—Peter Weaver ..... KFS
Mind's Eye—Jerome Chamberlain ..... TWN
Mini—Maps ..... DIS
Mini Movie Reviews ..... CIN
Mini-Prayer—Rita Harper ..... HAC
Minit Doodle—Louis Magila ..... AF
Minority Human Relations—Dr. Alvin F. Poussaint BPS
Minority News Report ..... BPS
Minstrel Lore—Robert A. Carsen ..... AND
Minute Mechanic—Ted Dee ..... HAR
Minute Encyclopedia—Mario Bertolini ..... EMA
Minute Meditation—A. Blake ..... SBP
Miracle Gardening—J. Finletter ..... SBP
Miracle Of Faith—Gertrude Katz ..... TWN
Mirror Of Your Mind—John Conwell ..... KFS
Mirrors Of Washington—Isabelle Shelton ..... NANA
Misc. Photos ..... SUB
Ms. Anna Belle—Dee Payne ..... TWN
Ms. Augusta—Dominic Poelsma, Angus McGill .... NUP
Ms. Consumer—Georgia Jeffries ..... TWN
Miss Peach—Mell Lazarus ..... FNS
*Mr. Abernathy—Ralston Jones and Frank Ridgeway KFS
Mr. Club Woman—John C. Gilmore ..... CCA
Mr. Crabtree ..... ITP
Mr. Demgopi—Stephen C. Graham, Kirk A. Luehrs . TFI
Mr. Digwell ..... ITP
Mr. Flugg—Jon Peterson ..... NEA
Mr. and Ms. Fixit—Don Courtney ..... TWN
Mrs. Murphy—Martin Duffy ..... TWN
Mr. Tweedy—Ned Riddle ..... LAT
Moco—Morgenson and Cornelius ..... LAT
Modern Car—Ray Hite ..... ECS
Modern Etiquette—Jane Sherrod ..... SBP
Modern Sherlock Holmes—Jane Sherrod Singer .... SBP
Modesty Blaise—Peter O'Donnell ..... LAT
Modulations—Jim Shattuck ..... CTN
Moment Of Power—Rev. Robert Scholler ..... NEA
Momma—Mel Lazarus ..... FNS
Money Matters—Dave Goodwin ..... GWN
Money Matters (WWD)—Sidney Rutberg ..... FA
Money Matters ..... CNS
Moneysavers—Bob Powers ..... CRE
Monthly Feature ..... RCH
Monthly Mention—Eff Thomas ..... MM
Monthly Review Of Loony Larcenies—Meader G. Pattington ..... TWN
Moon Mullins—Fred Johnson ..... CTN
*Moose Miller—Bob Weber ..... KFS
More For Your Money—Mike LeFan ..... LEF
More For Your Money—L. Galton ..... WSS
Morrie Ryskind—Morrie Ryskind ..... WSS
Mosaic—Jerry Fite ..... TWN
Mossprints—Geoffry Moss ..... WPW
Mothers Are People, Too—Shirley L. Radl ..... TWN
Motion Pictures—Hans Holzer ..... EPS
Motley's Crew—Ben Templeton & Tom Forman .... CTN
Motoworld—Robert A. Cutter ..... THG
Motor Talk—Fred W. Kline ..... CAP
Motor Tips—Stirling Moss ..... SBP
Motor Tips ..... OPS
Motorways—Frank Macomber ..... CNS
Movie Memories—Ruth Wucherer ..... TWN
Movie Quiz—Edmund Midura ..... MID
M. Stanton Evans Columns—M. Stanton Evans .... LAT
Music On Record—Homer F. Edwards, Jr. ..... LNS
Music Whirl—Buddy Basch ..... BAS
Mutt & Jeff—Al Smith ..... MCN
Mutual Funds—Don G. Campbell ..... UFS
My Answer—Billy Graham ..... CTN
My Basket Of Recipes—Mildred H. Paulus ..... MCF
My Stars—Ken Bruns ..... LAT
My Success Story ..... SBP
My Two Bits Worth—Roy Colby ..... TWN

N

Name Droppers—Wayne Colby ..... TWN
Name Game—Carl Sloan ..... TWN
Name Game—Al Herr ..... CSP
NANA News Service ..... NANA
NANA Photo Service ..... NANA
NANA Pony Service ..... NANA
Nancy—Ernie Bushmiller ..... UFS
Nashville Sound—Red O'Donnell ..... WSS
National Cartoon—Boyd & Wood ..... MOR
National Security Affairs—Gen. Ira C. Eaker ..... LAT
National Whirligig—Ernest Cuneo ..... NANA
Natural Foods—Susan Dart ..... LAT
NBA Pro Day by Day Forecast—Bill Lee ..... MOS
N. B. A. Tipoff—N.B.A ..... UFS
Needle Arts ..... SUB
Needlecraft Pattern Feature—Alice Brooks ..... KFS
Needlecraft Pattern Feature—Laura Wheeler ..... KFS
Needleplay—Erica Wilson ..... CTN
Needlepointers—Daphne Ginnings ..... UNP
Needlework Kit—Dorethy Brightbill ..... APN
New Horizons—Jane Forrest ..... MCN
New Ideas Products ..... SA
New Scientist/New Society News/Features ..... ITP
New Jersey Report—Ross Warren ..... GSM
New Neighbors—Bob Bugg ..... CTN
New York News Crossword—Herb Ettenson (Editor) . CTN
New York, N.Y.—Ray Wilson ..... NEW
N.Y. Times Book Review ..... NYT
N.Y. Times Crossword Puzzle ..... NYT
NYT Pictures Photo Service ..... NYT-P
News Features—Robert I. Queen ..... PWF
Newsfeatures ..... NEA
Newsfeatures ..... ESN
News Focus—Charles Bartlett ..... FNS
News-In-Color ..... NEA
Newspictures ..... UPI-UPIN
Newspicture Service ..... MOG
News Releases ..... LUT
News Report—Edw. H. Sims ..... EDC
News Service ..... GNB
News Service ..... UPI
News Visuals ..... NEA
Newsweek ..... NIE
Newsweek International Features ..... NIE
Newsweek Photo Service ..... NIE
NFL Game Plan ..... UFS
Nicholas von Hoffman ..... KFS
Nick Thimmesch Column—Nick Thimmesch ..... LAT
Nit Wit—Robert F. Thornton ..... THF
Norbert—George Fett ..... UFS
Norman Cousins Column—Norman Cousins ..... LAT
Norton Mockridge—Norton Mockridge ..... UFS
NostolgiaQuiz—Edmund Midura ..... MID
Note From Neva—Wanda Miller ..... TWN
Notes, Comment ..... EDC
Notes On The News—Charles D. Pearson ..... PEA-MIL
Nothing But The Truth—Russ Arnold ..... SM
Now!—Gene Loyd ..... RTS
*Now See Here!—Bert Bacharach ..... KFS
Now Styles For Men—Paul Hamlin ..... SPS
Now You Know ..... UPI
*Nubbin—James Burnett and Henry Boltinoff ..... KFS
Number Game—Ed Jerome ..... AF
N-Vironment—Norm Davis ..... NMD

O

Oakley's Commentary—Don Oakley ..... NEA
Observer—Russell Baker ..... NYT-NS
Occupant—Clifford Harris ..... KFS
Odd Facts—Will Eisner ..... RTS
Oddities of Animals—Dorothy Liermark ..... TWN
Of All Places—Horace Sutton ..... FNS
Of Arms and Men—Col. Robert D. Heinl ..... NANA
Of Cabbages & Kings—John Lee ..... TWN
Of Men And Women—Dr. Aaron Rutledge ..... UNP
Off Camera ..... TVT
Off The Beaten Track—Bernard Gelman ..... GEL
Off The Record Daily—Ed Reed ..... RTS
Off Record Page—Ed Reed ..... RTS
Old Farmers Almanac ..... UFS
Old Fashioned Thrift—Katie Hess ..... RTS
Olderman Cartoons—Murray Olderman ..... NEA
Olderman's Column—Murray Olderman ..... NEA
Olga Knows—Olga ..... CHR
Omie The Shiek—Peter John Fugere ..... TWN
On Being Black—Sandra Haggerty ..... LAT
On Campus Report—William Haight ..... CF
On Gardening—John Bradshaw ..... SUN
On Movies—Clyde Gilmour ..... TSS
On Stage—Leonard Starr ..... CTN
On The Bum—J. S. Paul ..... PAU
On The Farm Front—Bernard Brenner ..... UPI
On The Other Hand—John Douglas Paulus ..... MCF
On The Right—William F. Buckley, Jr. ..... WSS
On The Religious Front—David Benarone ..... WUP
On The Screen—Vincent Puleo ..... TWN
On The Wire—John J. Westley ..... DIS
On Wines—Bill Sonstein ..... SON
Once Over Lightly—Nancy Stahl ..... UNP
One For The Road—Kern Pederson ..... TWN
One-44—Terry Gross ..... GRO
One Man's View—Robert Segal ..... SAF
One Minute Crossword—Richard Paxson, Jr. ..... TWN
One Minute Sports Quiz ..... EDC
One on One (TV Sports) ..... TVT
One Psychiatrist Says—Dr. M. A. Hartman, M.D. .. TWN
One Woman's Voice ..... NYT
Op-Ed ..... NEA-NYT
Open Family Living—Thomas McGinnis ..... DDS
Open House—James M. Woodward ..... CNS
Orben's Comedy Fillers—Robert Orben ..... COC
Other Places, Other Times—Thomas Riley ..... TWN
Otherwise—Tom Fesperman ..... EF
Ottawa Report—Richard Gwyn ..... TSS
Otto Sez—Frank Nickens ..... HPS
Our Ancestors—Quincy ..... SUB
Our Boarding House—Lee Carroll & Tom McCormick NEA
Our Children—Dr. Willard Abraham ..... CNS
Our Daily Bread—Rev. A. Purnell Bailey ..... LAT
Our Environment—Edward Flattau ..... LAT
Our Film Folk—Herbert G. Luft ..... JTA
Our Paper Boy—Kern Pederson ..... TWN
Our Parish—Margaret Ahern ..... NCF
Our Preacher Says—Dorothy Yoder ..... INR
Our Vanishing Liberties—Omar V. Garrison ..... SPE
Our Religions—Dr. Carlyle Adams ..... RTS
Our Times—Smith Hempstone ..... HEM
Out of Orbit—Herc Ficklen ..... AVA
Out Our Way—Edmund Sullivan ..... NEA
Outcasts—Ben Wicks ..... TSS
Outdoor Guideposts—Fred Luks ..... OUG
Outdoor Life ..... OPS
Outdoor Mini-Tips—Joe E. Buresch ..... JEB
Outrider—Garry Wills ..... UNP
Over Broadway & Hollywood—Phil Kalker ..... AEW

P

Palmistry—Parris Green ..... TAG
Panorama—David Schwartz ..... JTA
Paperback Book Column ..... JCY
Parade of Books—Ralph Hollenbeck ..... KFS
Parade Of Homes ..... HOM
Passport Pointers—Gene Burke ..... CNS
Passport To Everywhere—Ron Butler ..... CF
Pat Buttram Sez—Pat Buttram ..... CAP
Pat Oliphant Cartoon—Pat Oliphant ..... LAT
Pat's Pointers—Pat Trexler ..... FNS
Patents Column—Stacy Jones ..... NYT-NS
Pattern Party ..... KFS
Patterns & Needlework ..... NEA
Paul Conrad Cartoon—Paul Conrad ..... LAT
Paul Harvey News—Paul Harvey ..... LAT
Paul Hellyer—Paul Hellyer ..... SUN
Paul Szep Editorial Panel—Paul Szep ..... MCN
Pause . . . For A Smile—London Express ..... UFS
PBS In The Spotlight ..... TVC
Peanuts—Charles M. Schulz ..... UFS
Pedal Pushers—Stephen B. Leek ..... TWN
Pee-Wee—Jerry Iger ..... PF
Pennsylvania Avenue—Benjamin Shore ..... CNS
Penny Thoughts—Michael Fortunat & Jackie Spears .. AF
People and Problems—Martin J. Ross ..... LAW
People and Values—Andrew Greeley ..... UNP
People In Washington—Mike Feinsilber ..... UPI
People Poems—Alan Caruba ..... INP
People's Doctor—Dr. Robert Mendelsohn ..... CTN
Perkins—John Miles ..... RTS
Personalities—Cindy Adams ..... WNS
Personality Sketches—David Christianson ..... TSS
Pets And Their People—Alice Scott ..... UFS
Peter Panic—Lo Linkert ..... SBP
Peter's People—Dr. Laurence J. Peter ..... MAN
Petunia—Bishop Braken ..... WSS
Phil Newsom—Phil Newsom ..... NANA
Philatelic News—Gustav Detjen, Jr. ..... DET
Philip Wagner Column—Philip Wagner ..... WAG
Photo Feature ..... SUN
Photo Files/General ..... BAS
Photo Files/Show Business ..... BAS
Photo Files/Travel ..... BAS
Photo Info—Bill Baughman ..... BAU
Photo Kinks—Roger & David Litz ..... TWN
Photo Knowledge—D. J. Herda ..... BRK
Photo Page ..... CNS
Photo Service ..... NFI
Photo Service ..... RNS
Photo Service (Religious) ..... LUT
Photographic Interpretations of Illustrations ..... TWP
Phyllis Mitchell's Column—Phyllis Mitchell ..... MIT
Pick Of Punch ..... LAT
Pictorial Page (Feature Story) ..... KFS
Picture of Health ..... LUI
Picture Show ..... APN

TITLES OF BY-LINED FEATURES

Pigskin Prophecy—Most Olshan ..... MOS
Pike Peeks—Charles Pike ..... TWN
Pilgrims—Stephen C. Graham/Kirk A. Luehrs ..... TFI
Pinup Photos—Arthur S. Green ..... GRE
Pipeline—Dan Smith ..... CAP
Pistachios—Sematones ..... SBP
Pixies—Jack Wohl ..... UFS
Plants In The Home—Elvin McDonald ..... KFS
Play Ball—Bruce Nash ..... TWN
Play Better Golf—With Jack Nicklaus—Jack Nicklaus KFS
Playback—Joel McNally ..... SMP
Playback—Tom Von Malder ..... TWN
Pocket Cartoons—London Daily Mirror ..... ITP
Poem Lines—N. A. Kirk ..... KIR
Poetry—Wolf Pasmanik ..... WUP
Poinier—Art Poinier ..... UFS
Point Blank—John C. Moon ..... CNS
Points On Pets—H. P. Jans ..... CNS
Political Analysis—Bruce T. Adams ..... BIS
Political Futures—Louis M. Bean ..... NANA
Polly's Pointers—Polly Cramer ..... NEA
Ponytail—Lee Holley ..... KFS
Pop Scene Service—Barbara Lewis ..... UFS
*Popeye—Bud Sagendorf ..... KFS
Pops—George Wolfe ..... SM
Portraits—Kristina Metcalfe ..... POR
Ports Of Call—Edw. H. Sims ..... EDC
Postal Panorama—Mathew Bowyer ..... TWN
Postcards—Stan Delaplane ..... CHR
Pot Luck—Don Alexander ..... ARU
Pot Shots—Ashleigh Brilliant ..... CTN
Potomac Ethics—Rev. Lester Kinsolving ..... UFS
Potpourri—Peter Garvey ..... TWN
Power of Faith—Woodi Ishmael ..... APN
*Pre-Columbian Mysteries—Mario Bertolini ..... EMA
Premier Crossword Puzzle with Cryptoquips—
Jo Paquin ..... KFS
Press Passing—Jim Lynch ..... JDL
Prime Time Tips—Paul Henniger ..... LAT
Priscilla's Pop—Al Vermeer ..... NEA
*Prince Valiant—Hal Foster ..... KFS
Prize Crosswords ..... EF
Prizeweek—B. B. Considine ..... DWL
Prizeweek Puzzle ..... UFS
Pro/Con ..... UPI
Pro Pix—Mort Olshan ..... MOS
Products in Review ..... IMN
*Professor Phumble—Bill Yates ..... KFS
Profile—Rita Harper ..... HAC
Prominent Designer Dress Pattern Feature ..... KFS
Promising Patents And Products ..... LUI
Pros & Kahns—J. Kesner Kahn ..... AMW
P.S.—Jack Wohl ..... LAT
P.S. To The News—Phyllis Schlafly ..... CNS
Psychedelic Living—Philomeme Resnikoff ..... LAT
Psychology '76—Dr. Neil Macdonald ..... TWN
Punch Line—Pablo ..... PAU
Pungent Prayer—Phil E. Pierce ..... PUN
Punk Rhymin'—Larry Reed ..... TWN
Pure Fluff—Emalene Shepherd ..... TWN
Putterin' Pete—Blanche Campbell ..... CNS
Puzzle Cards—Steve Ryan ..... CNS
Puzzles and Games ..... ITP

Q

Quarterly Cartoon Humor Service ..... GF
*Queenie—Phil Interlandi ..... KFS
Quick Crostic—Charles Preston ..... LAT
Quincy—Ted Shearer ..... KFS
Quizword—Crossword ..... MIL
Quote Acrostic—Charles Preston ..... LAT
Quote/Unquote ..... NEA

R

Ralph de Toledano Column ..... CNS
Rated G—Lucinda ..... NPS
Ray Wilson on B'way—Ray Wilson ..... NEW
Read & Remember—Darrell McClure ..... OPS
Reader Specials ..... KFS
Readers World—Arthur Brickman ..... BRI
Real Estate Mailbag—Robert J. Bruss ..... REF
Real Names/Reel Names—Buddy Basch ..... BAS
Recipe—Sarah Ann Sheridan ..... EDC
Record Rap—Joan Baker ..... WOR
Record Reviews—Jay Rosen ..... BIS
Records & Tapes In Review ..... IMN
Reed Larson Column—Red Larson ..... RTW
*Redeye—Gordon Bess ..... KFS
Religion and The Times—Jesse H. Merrell ..... MER
Religion in America—David E. Anderson ..... UPI
Religion In Review ..... RNS
Religion 1976—Claire Cox ..... CNS
Religious Drawings—Jack Hamm ..... REL
Religious News—Rev. Lester Kinsolving ..... UFS
Religious News Reporter ..... RNS
Report From America ..... UPI
Report From:—Mark Allen Kellner ..... KEL
Retirement—Ghita Levine ..... WNS
Reviewing The Nw Film Books—Phil Kalker ..... AEW
Reviewing The New Movies—Phil Kalker ..... AEW
Reviewing The New Sport Books—Phil Kalker ..... AEW
Reviewing The New Theatre Books—Phil Kalker ..... AEW
Revolutionary Revolving Puzzles—Merab Hoke ..... TWN
Rex Morgan, M.D.—Dr. N. P. Dallis/
Frank Edgington/Marvin P Bradley ..... FNS
Rex Reed Movie Reviews—Rex Reed ..... CTN
Rex Reed (Personalities)—Rex Reed ..... CTN
Rhyme Power ..... PAU
Rick O'Shay—Stan Lynde ..... CTN
Riddlerama—Rose Shupak ..... TWN
Riff Raff—Ed Wilkins ..... TWN
Ring It Rich Contest ..... SF
Ringaround Word Games—Jack Fitch ..... OPS
*Rip Kirby—John Prentice and Fred Dickensen ..... KFS
*Ripley's Believe It Or Not! ..... KFS
Rivets—George Sixta ..... FNS
Robert Delaney—Robert Delaney ..... LNS
Robert's Rules—Robert Thornton ..... THF
Rock Back—L. W. Lehmer ..... SGF
Rock, Pop Times—James Riordan ..... RPT
Rock Talk—Lisa Robinson ..... FNS
Rockpile—Stokes Walesby & Al Cuniff ..... UFS
Rocket Shots—Rod Laver ..... UFS
Rodewalt—Vance Rodewalt ..... MIL
Rolling Stone ..... KFS-NYT
Ron Cobb Editorial Cartoon—Ron Cobb ..... SAW
Roper Poll—Burns W. Roper ..... LAT
Roschev Editorial Cartoons—Roschev ..... TSS
Roscoe Drummond Column—Roscoe Drummond ..... LAT
Rosettes—Elinor K. Rose ..... ROS
Rube From Trube—Phyllis Maxwell ..... TWN
Rural Delivery—Al Smith ..... SM
Russia: The People & The Power—Robert S. Kaiser LAT

S

Saddle Sores—George Albitz ..... TWN
St. John's Journal—Jeffrey St. John ..... CNS
Samantha Reads Your Stars—Sue Reed ..... SUB
Sandcastles—Greg Curfman ..... SAN
Sander Vanocur Column—Sander Vanocur ..... WPW
Sanders—Bill Sanders ..... FNS
Sandy—James Unwin ..... HPS
Sargent MacDoogle—Rick Wilson ..... WLS
Sgt. Strips . . . Forever—Bill Howrilla ..... SUB
Saturday Sermon—Robert E. Lind ..... SAT
Say It Straight!—Victor Lasky ..... NANA
*Scamp—Walt Disney ..... KFS
Scents of Humor—Samuel P. Levine ..... LEV
Science—Margaret Williams ..... EPS
Science Briefcase ..... ESN
Science Critic—H. Peter Metzger ..... ESN
Science For You—Bob Brown ..... LAT
Science In The News ..... AUN
Science Photo Service ..... WIP
Science Today—Al Rossiter, Jr. ..... UPI
Scientific Topics—Alan Queen/R. Queen ..... PWF
Scott's World—Vernon Scott ..... UPI
Scram—Lets—Clay Pollan ..... MCN
Scripps-Howard News Service ..... UFS
Scramble Steps—CJB Jr. ..... BAS
Scripture Search—Steve Landregan ..... NCF
Scroogle—Tug McGraw & Mike Witte ..... CTN
Seruffles ..... TVC
*Secret Agent Corrigan—
Al Williamson & Archie Goodwin ..... KFS
Seek And Find—DMR Company ..... CRO
Self-Help to Charm—Harriel Carlson ..... HC
Self Service For Better Living—Charles Rehns ..... REH
Selling Short—Ken Ross, Don Raden ..... UNP
Senator Soaper Says—Bill Vaughan ..... NANA
Senior Citizens Corner ..... CSP
Senior Forum—Tom Collins ..... LAT
Sermonograms—Dorothy Yoder ..... INR
Sew Biz—Julia C. McCombs ..... COM
Sew Like A Pro—Roxanne ..... APN
Sew Simple—Eunice Farmer ..... RTS
Sew What's New?—Sandra Kelly ..... UNP
Sew With Flair—Sandra Betzina ..... CHR
Sewing Sense—Eleanor Lee ..... CF
Sex Life—Warren S. Pepper ..... BIS
Sexviews—Monica Jordan ..... INP
Shanghai Lil—Sarg O'Neill ..... SOU
Share A Date—Frank Finney ..... TWN
She—Eleanor Lambert ..... FNS
Sheinwold On Backgammon—Alfred Sheinwold ..... LAT
Sheinwold On Bridge—Alfred Sheinwold ..... LAT
Shifting Sands—Gloria James ..... TWN
Shirley Lord—Shirley Lord ..... FNS
Shirley Whittington—Shirley Whittington ..... MIL
Shooting Stars—Jerry Windle ..... CNS
Shopping The World—Rosellen Callahan ..... EES
Short Fillers and Headed Fillers ..... ROB
Short Ribs—Frank Hill ..... NEA
Short-Short Stories—Art Gates ..... GF
Short Takes, Col Closers ..... SUB
Shorts ..... NEA
Shorts & Fillers ..... APN
Show Biz—Herb Bridges ..... MOR
Show Time ..... EF
Shows To Watch—Paul Henniger ..... LAT
Shredded Wit—Nonnee Coan ..... COA
Sid Ascher's World—Sidney Ascher ..... ASC
Sidebarbs—Clyde Peterson ..... RTS
Sid Glances—Gil Fox ..... NEA
Sidney Zion—Sidney Zion ..... NANA
Sign-O-Rama—M. W. Martin ..... MAR
Sing No Sad Song—Maxine Jensen ..... TWN
Single By Choice—Antoinette May ..... TWN
Single File—Susan Deitz ..... LAT
Silver Lining—Rabbi Silver ..... SAF
Sister Anne—Peter John Fugere ..... TWN
60 Second Sermons—Fred Dodge ..... MM
Sketches—Ben Burroughs ..... LAT
Ski Like The Experts—D. J. Herda ..... BRK
Ski Trails—Hal Ball ..... RPS
Ski World—Ron Posey ..... MOD
Skiing—Judy Crawford ..... TSS
Skiing With Killy—Jean Claude Killy ..... UFS
Slightly Right (Editorials)—Robert Bernier ..... BEC
Slim Chance in a Fat World—
Richard B. Stuart & Barbara Davis ..... MAN
Slim Gourmet—Barbara Gibbons ..... UFS
Small Fry Diary—Nonnee Coan ..... COA
Smart Chart—Herb Stansbury, Jr. ..... LAT
Smarty's Answer Box—Jerry M. Zelenka ..... TWN
Smiling Out Loud—Sarge O'Neill ..... SOU
Smith Family—George Smith ..... WSS
Snap-Kraft ..... FNS
Snappy Filler Service ..... SFS
Snappy Grampy—Lyle Sterrett ..... TWN
Sneyd Political Cartoons—Doug Sneyd ..... TSS
Soap Opera Scene—Steven H. Scheuer ..... KFS
Soccer—Joe Marcus ..... SCI
Soccer Shots—Irma Ganz Miller ..... SA
Soccer U.S.A.—Chuck Cascio ..... SHF
Soft Focus—Alf ..... KFS
Solunar Tables—Jacqueline Knight ..... RTS
Solve A Crime—C. Gordon ..... SBP
Sounding—Tom Von Malder ..... TWN
Sounds—Stephen Ford ..... NEA
Sovereign State of Affairs—Boyd & Wood ..... MOR
Space Age Report—Frank Macomber ..... CNS
Spadea Designer Patterns ..... SPS
Spadea Designer Patterns International
and/or Personalized ..... SPS
Spadea Hair—Pal Hamlin ..... SPS
Spadea/McCall's Needlework & Crafts ..... SPS
*Spanish Crossword Puzzle—Alfaro ..... KFS
*Spanish Crossword Puzzle—Ramos ..... KFS
Speaking Dollarwise—Robert Rosefsky ..... LAT
Speaking Of Angels—Jessie Bennett ..... TWN
Speaking Of Science—Jim Murphy ..... UNI
Speaking Of Sports ..... CNS
*Speaking of Your Health—Dr. Lester L. Coleman KFS
Speck—Margaret Ahern ..... NCF
Splitsville—Mort Persky, Reynolds Dodson,
Frank Baginski ..... LAT
Sport History Quiz—Darnell Gary ..... DAR
Sport & Recreation—Irma Ganz Miller ..... SA
Sporteaser—Eddie Germano ..... CF
Sport Trivia—Leo White ..... WHI
Sportin' Life—The Week That Was—
Denis Harrington ..... TWN
Sports Barb—Chuck Cascio ..... SHF
Sports Cartoons—Allan Maver ..... KFS
Sports' Famous People—Darnell Gary ..... DAR
Sports From Pressbox—Red Lakeland ..... MCN
Sportsman's Digest—Hal Sharp ..... LAT
Sports Of The Times—Dave Anderson ..... NYT-NS
Sports Of The Times—Red Smith ..... NYT-NS
Sports Parade—Milton Richman ..... UPI
Sports Photo—Jack Pokress ..... NFI
Sports Photo Service—Jack Pokress ..... NFI
Sports . . . Postpaid—Irma Ganz Miller ..... SA
Sports Profile For The Week ..... TVC
Sports Quiz—Edmund Midura ..... MID
Sports Quiz—Dick Wright ..... CNS
Sports Quiz—Cross—Al Power ..... YPL
Sports Scene—Lee James ..... SA
Sports Sidelights—Tom Cott ..... WOR
Sports Special—Al Ray ..... CSP
Sports Unlimited ..... CNS
Sportsville—Thomas E. Moran ..... TWN
Sports Word Maze Quiz ..... WHI
Spotlight ..... UPI
Spotlighting Dolls—Bernice C. James ..... TWN
Spotlite Service ..... UFS
Stamp News From America—Julius Weiss ..... WEI
Stamp Nook—Ronald Anders ..... AR
Stampede—Jerry Palen ..... KSF
Stamping Around The World—Lee Blauvelt ..... CNS
Stamping Grounds—Joseph Zollman ..... STA
Stampquiz—Edmund Midura ..... MID
Stamps Are Fun!—Edmund M. Midura ..... MID
*Stan Smith's Tennis Class—Stan Smith ..... KFS
Starcast—Antoinette May ..... CHR
Star Gazer—Clay Pollan ..... MCN
Star Gazing—Robert E. Allen ..... STG
Star Interviews—June Finletter ..... SBP
Star Stanzas—Selma Glasser ..... GLA
Star Story—Richard Knapp ..... ESN
Stars and Sports—John Austin ..... HIS
Start 'em Laughing—Robert Orben ..... COC
State Of Affairs—Clayton Fritchey ..... LAT
Stay Alive Longer—LeLord Kordel ..... SPE
Stay Healthy—Dr. Clarke Hankey ..... MCF
Staying Ahead—Jane Bryant Quinn ..... WPW
*Steve Canyon—Milton Caniff ..... KFS
Steve Canyon—Milt Caniff ..... FNS
Steve Roper—William Overgard &
Allen & John Saunders ..... FNS
Still Life—Jerry Robinson ..... CTN
Stitchin' Time—Judy Love & Joanne Schreiber ..... NEA
Stitching Witchery—Betty W. Kinser ..... CNS
Stock Charts ..... UPIN
Stock of The Week (Electronic Evaluator) ..... CTN
Stoker The Broker—Henry Boltinoff ..... MIL-WSS
Stop Killing Yourself—Peter Steincrohn, M.D. ..... MCN
Stop Where The Truckers Stop—D. J. Scherer ..... REY
Straight Talk—Tom Anderson ..... AMW
Strange Destinies—J. Macklin ..... SBP
Stranglehold Of The IQ—Beniamin Fine ..... DDS
Streets Of San Francisco—Bill Slayter ..... MOD
Strength For The Day—Dr. Elisha Douglass ..... CF
Stretch Your Real Estate Dollar—Ronald I. Lyons . TWN
Strictly Business—Dale McFeatters ..... FNS
Strictly For Dads—Charlie Shedd ..... UNP
Strictly For Laughs—Joey Adams ..... CF
Strictly Fresh ..... SUB
Strictly Personal—Sydney J. Harris ..... FNS
Stromboli—Mario Risso ..... TWN
Subhuman Relations—T. Perew ..... TWN
Suburbia—Don Raden ..... SUB
Successful Investing—David R. Sargent ..... LAT
Sugar—Robert Gill ..... CFI
Sugar and Spice—Elinor K. Ross ..... AF

Sum and Substance—Rev. John B. Sheerin, C.S.P. . NCF
Sunday Laughs—Paul Swede ..... SBP
Sunday School Lesson—Dr. Elisha P. Douglass ..... CF
Sunday Stock Market Chart (Long Term Trend)—
Charles E. Carden ..... STO
Super Handyman—Al Carrel ..... KFS
Super Kat—W. L. Harper ..... TWN-ICF-PAL
Support the Church Series ..... KEA
Suzanne White's Book Of Chinese Chance ..... LAT
Suzie Mac—Val Winsey ..... UFS
Suzy Says—Aileen Mehle ..... CTN
Synergy '76 ..... FNS

T

Tad McBrad—Fred Altiere ..... UNP
Talk Back To Your Doctor—Arthur Levin ..... DDS
Tank McNamara—Jeff Millar/Bill Hinds ..... UNP
Taproots—Ruth Loring Tanksley ..... TWN
Tarzan—Edgar Rice Burroughs ..... UFS
Tasty Tales—Charles Rehns ..... REH
Tax Facts—CNS ..... CNS
Technifax Illustrated ..... LUI
Teen Forum—Jean Adams ..... UFS
Teen Scene—Ben Corey ..... HAR
Teenage Driving Tips—Jane Sherrod ..... SBP
Teenage Corner—Ellie & David ..... TEE
Teen-Age Mail—Dorothy Ricker ..... RIC
Teenage Travel—Todd Lewis ..... JPS
Teen-Agers Say—Lester Rand ..... YOU
Tee Vee Laffs—Cliff Rogerson ..... UFS
Tel-Aire ..... KFS
Tel-Aire TV Editorial Package ..... TAP
Tel-Aire TV Magazine ..... TAP
Tele-Log ..... EF
Tele-Puzzle ..... UFS
Television Highlights—Frances M. Knox ..... DIC
Television Inside—John Austin ..... HIS
Television Listings ..... TVD
Television News Tips—John Clift ..... LAT
Television In Review—Joan Hanaver ..... UPI
Teleword—Julie Quart ..... LAT
Tell Me Why—A. Leokum ..... MIL-WSS
Tennis Aanyone—Dyke Anderson ..... TWN
Tennis Cartoons—Earl Engleman ..... SBP
Tennis Is King—Billie Jean King ..... UFS-CHR
Terse Verse—Anthony Carter ..... OPS
Test Pattern (TV Crossword Puzz) ..... TVT
Test Your Esp—John Prinkey ..... FSF
Test Your Horse Sense—Chester Allen Marshall ... CTN
Test Your Humor—Herbert V. Prochnow ..... TWN
Test Yourself—Jane Sherrod Singer ..... SBP
That's Life—Ann Gray ..... TWN
The Apgar Cartoon—Garry Apgar ..... HIG
The Aces—Ira G. Corn, Jr. ..... UFS
The Arts—Robert Fulfod ..... TSS
The Astronits—Pat Anderson ..... AND
The Barnstormers—Frank Tabor ..... TWN
The Best Of The Week ..... AMW
The Better Half Daily—Ruth Barnes ..... RTS
The Better Half P—Ruth Barnes ..... RTS
The Better Way—Dorothy Yoder ..... INR
The Borr Loser—Art Sansom ..... NEA
The Bosleys—John Stees ..... UFS
The Bottom Line—Antionette Bosco ..... NCF
The Bureaucrats—Jim Knudsen ..... CNS
The Butcher—Merle Ellis ..... CHR
The BYRDS—Vance Rodewalt ..... TSS
The Chargers—Ross E. Bunch ..... TWN
The Christian Science Monitor News Service ..... RTS
The Circus of P. T. Bimbo—Howie Schneider ..... EF
The Coin Box—Norman M. Davis ..... NMD
The Coin Box—Gary Palmer ..... CNS
The Conservative Advocate—William Rusher ..... UNP
The Daily Crossword—Herb Ettenson, Editor ..... CTN
The Earls' Beat—Garth Gamblin ..... TWN
The Dividing Line—Patrick J. Buchanan ..... NYT
The Dropouts—Howard Post ..... UFS
The Economy Today—Herbert Stein ..... UFS
The Eyes Have It—Al Goring ..... GOR
The Fabulous Furry Freak Brothers—Gilbert Shelton
& Dave Sheridan ..... RIP
The Family Circus Daily—Bil Keane ..... RTS
The Family Circus Page—Bil Keane ..... RTS
The Fashion Strip—Ethel Burge ..... BUR
The Fearless Spectator—Charles McCabe ..... CHR
*The Flop Family—George O. Swanson ..... KFS
The Formula—Norm Stark ..... UNP
The Gaylord Touch—William Gaylord ..... CHR
*The Genius—Oldden ..... KFS
The Gift Of Inner Healing—Ruth Carter Stapleton .. CNS
The Girls—Franklin Folger ..... FNS
*The Gossip Column—Robin Adams Sloan ..... KFS
The Good Earth—Mel Ellis ..... APN
The Gourmet Of New Orleans—Christopher Blake—
Christopher Blake ..... RBN
The Green Thumb—George Abraham ..... TGT
The Green Thumb Question Box—George Abraham . TGT
The Gullivers—Mary Gauerke ..... WSS
The Handicapped—Marjory Becker ..... TWN
The Hapy Cooker ..... VTN
The Happy Gastronome—Sally Tager ..... TWN
The Hawk—Rod Maxwell ..... PF
*The Heart of Juliet Jones—Stan Drake ..... KFS
The High Road to Business—Charles Rehns ..... REH
The Hollywood Dream Factory—Sandra Shevey ..... PRI
The Home Executive—Janie Graybill ..... TWN
The House Doctor—Herman Baum ..... RTS
The Human Comedy—Benno Isaacs & Dr. Jack Gross TWN
The Illiterate Journal—S. Clem Payne ..... PAY
The Illustrated Bible ..... KFS
The Innocent Bystander—Arthur Hoppe ..... CHR
The Kids—Joe E. Buresch ..... JEB
*The Katzenjammer Kids—Joe Musial ..... KFS
The Last Christmas Show—Bob Hope ..... DDS
The Law Brief—Martin J. Ross ..... LAW
The Law Letter—Martin J. Ross ..... LAW
The Legal Way—Edward J. Demson ..... CNS
The Leisure Craftsman—Phyllis Fiarotta ..... KFS
The Lighter Side—Dick West ..... UPI
The Little Woman—Don Tobin ..... KFS
*The Lockhorns—William P. Hoest ..... KFS
The Market Day By Day—(Short Term Trend)—
Chart by Carden ..... STO
The Marriage Counselor—Miriam Landau, Ph.D. ... LAN
The Maze—Susan Wilson ..... WLS
The Mini Page—Betty Debnam ..... MSCF
The Mixer—Clarice Anders ..... AR
The Most Succesful Man's Secrets—Hal D. Steward TWN
The Mother Earth News—John Shuttleworth ..... RTS
The Moxie Memo—D. B. Shaw ..... TWN
The Muckraker—Jack Dame ..... EXC
The Name Game—Ken Hecht ..... NGC
The National Sampler ..... UPI
The Nature Of Things—George Wheeler & Phil Evans WHE
The Nerds—Gilbert Shelton/Dave Sheridan ..... RIP
The New Etiquette—Maureen Reardon ..... UNP
The News Business—Charles B. Seib ..... WPW
The Next Time Around—Sybil Leek ..... TWN
The Now Society—William Hamilton ..... CHR
The Old Pro—Bill Nellor ..... TWN
The Other Side—Dorothy Richey ..... RBN
The Passing Scene—Herbert Brucker ..... BRU
The Pen Is Mightier Than the Couch—
Patricia Lavin ..... LAV
The Penny-Wise Traveler—Jane Morse ..... KFS
The Peripatetic Puffer—Ed. Crosby ..... MOD
The Pet Set—Doug & Jean Borgstedt ..... BOR
*The Phantom—Lee Falk and Seymour Barry ..... KFS
The Philatelic Journalist ..... DET
The Phoenix Nest—Martin Levin ..... APN
The Poet of the People—Edgar A. Guest ..... WSS
The Political Animal—Joe Scott ..... OAK
The Political Estate—Dick Ratliff ..... TWN
The Power Of The Mind—Benno Isaac &
Dr. Jack Gross ..... TWN
The Progress Of Peoples—Barbara Ward ..... NCF
The Psychic Invasion—Wayne Lundberg ..... TWN
The Real Truth—Al Goring ..... GOR
The Relaxed Viewpoint—Tyrone ..... BUR
The Reviewer—Books, Records & Tapes ..... TWN
The Ryatts—Jack Elrod ..... FNS
The Scene—Robert Edward Curtis ..... GSM
The Skies Today—Bailey R. Frank ..... SKI
The Small Society—Morrie Brickman ..... KFS-WSS
The Smart Life—David Chagall ..... TWN
The Smith Family—Mr. & Mrs. George Smith .... MIL
The Sons Of Liberty—Richard Lynn ..... LYN
The Spoiler—Stephen C. Graham/Kirk A. Luehrs .. TFI
The Stage of Fashion—Regina Carrol ..... TWN
The Stamp Scene—Mark Allen Kellner ..... KEL
The Steering Column—Bob Cutter ..... THG
The Sunday Crossword—Herb Ettenson, Editor ..... CTN
The Sunday Times Of London Service ..... KFS
The Tiny Times—Brint Schorer, Jr. ..... TIN
The Traveler's World—Paul J. C. Friedlander ..... TTW
The Traveling Woman—Rosellen Callahan ..... EES
The UFO's—Edward J. Lewis ..... TWN
The Unexplained—Allen Spraggett ..... SUN
The Virtue Of Vera Valiant—Stan Lee, John Duscema LAT
The Visible Woman—Janet Lowe ..... CNS
The Way It Is—Richard A. Lake ..... TWN
The Week Ahead Movies ..... TVC
The Week In Finance—Tom Mulaney ..... NYT-NS
The Week In Religion ..... RNS
The Wine Drinker—Tom Gable ..... CNS
The Wine Rack—Mary McGrath ..... MCN
The Wit & Wisdom Of Ordinary People—A. Ppalling TWN
The Wizard Of Id—Brant Parker/Johnny Hart .... FNS
The Wonderful World Of Animals—
Dr. Frank Miller, D.V.M. ..... CHR
The Wonderful World Of Stamps—Gustav Detjen, Jr. DET
The World Of Books—Miskrit Tokada ..... RBN
The World Of Coins—Barbara White ..... NUM
The World Of Music—Robin Welles ..... CNS
The World Of Real Estate—Howard L. Shonting .. RER
The Worry Clinic—Dr. George W. Crane ..... HPS
The Yardstick—Msgr. George G. Higgins ..... NCF
The Youthful View Point—Lester Rand ..... YOU
Theater Of The Absurd—Ken Westphal & Bill Wald TWN
Theater World ..... UPI
Theatre And Art USA—Lillian Africano &
Elizabeth Stevens ..... PRI
Theme Crossword ..... EF
These Days—John Chamberlain ..... KFS
They Had A Dream—George Reasons & Sam Patrick LAT
They Raced For Glory—Jerry Harper ..... BRK
*They'll Do It Everytime—Bob Dunn & Al Scaduto KFS
Things—Miv Schaaf ..... LAT-SCH
Things To Do—Carole Rollins ..... TWN
Things Your Mother Never Taught You—
Charlotte Slater ..... UNP
Things Your Mother Never Taught You About Car
Care & Repair—Charlotte Slater ..... UNP
Think Spot 3-in-1 Puzzle ..... AF
Thinking Slim—Jean Nidetch ..... SUB
This Book Was Put Together By A Committee .... TWN
This Day In History ..... KFS
This Funny World ..... MCN
This Is Sport—Court Alderson ..... SM
This 'n That—Barbara Allison ..... SUB
This Week In Astrology—Bernice Bede Osol &
Elmarine Hanratty ..... NEA
Those Browns—Bill Murray ..... MFS
Those Were The Days—Art Beeman ..... SM
Thought In Passing—Charles Cuppet ..... TWN
Thoughts ..... NEA
Thoughts Of Gov. Jerry Brown—
Gov. Edmund G. Brown, Jr. ..... CNF
Thoughts Of Man—William Summers and Jim Ivey .. CTN
Three Dimensional Beauty For You—Lydia Lane .... LAT
Through The Looking Glass ..... NPS
Thumb Nail Sketches—Sanford C. Payne, Jr. ..... PAY
Thumbnails—Bob Englehart ..... CNS
Tid-Bits—Charles H. Dennis ..... TWN
Tiede/Washington Column—Tom Tiede ..... NEA
*Tiger—Bud Blake ..... KFS
*Tim Tyler's Luck—James R. Young ..... KFS
Time Capsules—Frank Morgan ..... TWN
Time For Action—Marv Arthur ..... ARU
Time Of Your Life—Jack Smith ..... UFS
Time Out—Jeff Keate ..... FNS
Timeless Fillers ..... CNS
Timeless Tidbits ..... AMW
Tinseltown Go-Round—Lee Graham ..... WOR
Tips For Trips—Rosellen Callahan ..... EES
Tips On Table With Wine—Bob Dana ..... NEW
T.J.—Clint Harmon ..... TWN
To Pick Up A Dull Conversation—Richard Bauman . TWN
To The World Horizons—Henry Alexander ..... TWN
To Your Good Health—Dr. George C. Thosteson .. FNS
Tobe Says—Tobe ..... FNS
Today In Las Vegas—Joe Delaney ..... NEW
Today Is The Day ..... ITP
Today's Chuckle ..... LAT
Today's Crossword Puzzle ..... UFS
Today's Talk—George Mathew Adams ..... WSS
Today's Teens—Lester Rand ..... YOU
Today's Treasures—Jean Barnes ..... NEA
Today's Woman In Today's World—
Dorothy Richey & Patricia Bosch ..... RBN
Today's World—David Brown ..... KFS
Tom Braden Report—Tom Braden ..... LAT
Tom Darcy Cartoon—Tom Darcy ..... LAT
Tomorrow's Dollar—Ray Howard ..... CTN
Tony Auth Cartoons—Tony Auth ..... WPW
Toppix—Edwin Fisher ..... CTN
Tornado!—Rick Wilson ..... WLS
Trade Winds—Lou Schneider ..... NANA
Traditional Crafts—Judy Harper ..... UFS
Train/Ship/Plane—Guy Gordon ..... MCF
Travel—Ida Fried ..... EPS
Travel Addict—Kay Caseill ..... TWN
Travel Along—The Bascomes ..... BA
Travel & Leisure—Bob Nesoff ..... GSM
Travel Box ..... NYT
Travel Facts—Landt & Lisl Dennis ..... PFI
Travel Log—Dave Goodwin ..... GWN
Travel Log—Richard Joseph ..... CTN
Travel News & Notes—George G. White ..... FEA
Travel Notes & Anecdotes—Jill Carlyn ..... CIT
Travel Scout—Scott Fitzgerald ..... ECS
Travel Tips ..... IMN
Travel Tips—Paulette Cooper ..... INP
Travel-Tourism—David Horowitz ..... WUP
Travel Whirl—Buddy Basch ..... BAS
Travel With Hermes—Hermes ..... NEW
Treasure Trove—Frank Albro ..... TWN
*Treasury Of Classic Tales—Walt Disney ..... KFS
Tri-Scope TV Listing—Tri-Scope Inc. ..... LAT
Trim's Arena—Hal Trim ..... UNP
Trip Tips—Marie Mattson ..... MAT
Trivia I.Q.—Leo White ..... CF
Trivia Quiz—Donald Saltz ..... TRQ
Trivia-Teasers—Gene Herndon ..... UFS
Trivia Test—Edmund M. Midura ..... MID
Trivia Trips—Al Sims ..... DEN
Trixie ..... SM
*Trudy—Jerry Marcus ..... KFS
Trudy Engel In Washington, D.C.—Gertrude Engel . LNS
*True Crimes And Mysteries Series—
William T. Brannon ..... KFS
True Life Dramas ..... ITP
Truth—Paul Swan ..... SPB
Try Wine Touring—D.J. Scherer ..... REY
Tumbleweeds—Tom K. Ryan ..... KFS
Tune In ..... SPS
Tune In Tomorrow—Jon—Michael Reed ..... EF
Tune Weaving—Harold Fuller ..... FUL
Turf Tips—Ronald J. Reichart ..... TWN
Turnstile Testers—Denis Harrington ..... TWN
TV Answer Man—Richard K. Shull ..... UFS
TV Caricatures ..... TVC
TV Column—Bente Christensen ..... EDC
TV Feature Films Source Service ..... UFS
TV From A Woman's View Point—Marcia Michels .. AMF
TV Grid—Leo White ..... WHI
TV Hilites ..... UPI
TV IQ ..... TVC
TV Key Features, Mailbag—Steven H. Scheuer..... KFS
TV Key Previews—Steven H. Scheuer ..... KFS
TV Listings ..... TVC
TV Logs ..... TVN
TV Listings—TV Data Inc. ..... UFS
TV Mailbag—Rick Roberts ..... CNS
TV Mailbag (Question/Answer) ..... TVT
TV Personality (Profile) ..... TVC
TV Photo Service ..... UFS
TV Previews—Dan Lewis ..... UFS
TV Puzzle ..... TVC
TVQ—Jerry Appleton ..... TSS
TV Quiz—Edmund Midura ..... MID
TV Scout—Joan Crosby ..... EF
TV Starscramble ..... WHI
TV Star Screen—Al Kigore ..... UFS
TV Teaser ..... EF
TV Tee Hees—Henry Scarpelli ..... LAT
TV Testpattern ..... EF
TV Tidbits ..... UFS
TV Time Line ..... TVT
TV Time Service ..... UFS
TV Tune-In—Dan Lewis ..... UFS
TV Tune-In—Jim Bacon ..... UFS

TITLES OF BY-LINED FEATURES

TV Tune-In—Richard K. Shull ..... UFS
TV Time/TV Day TV Feature Service ..... TVT
TV Time/TV Day TV Listing Service ..... TVT
TV Time/TV Day Magazine Service ..... TVT
TV Time/TV Day Tabloid Service ..... TVT
TV View—John Leonard ..... NYT
TV View—Frances M. Knox ..... DIC
Twitch—Howard Rands ..... SM
Two-Minute Mystery Series—Donald J. Sobol ..... TM
200 Years Ago—Group X ..... FNS

U

U-Nutty Nations—Tom Kukic ..... TWN
Uluschak—E. D. Uluschak ..... MIL
Uncle Charlie—Peter Laing ..... MIL-WSS
Uncle Ray's Column—Ramon Coffman ..... FNS
Uncommon Conversations—Philip Nobile ..... UNP
Under Twenty ..... MIL
Under Twenty—Kurt Lassen, Ed. ..... CF
Understanding Insurance: A Consumer's Guide—
Ray E. Carden ..... TWN
Unipix ..... UPIN
Unknown In History ..... CRX
Unlikely Letters—Bernard Williams ..... SM
UPI Life/Style—Midweek Feature Package ..... UPI
Uri Geller Column—Uri Geller ..... MCN

V

Valtman (Editorial Page Cartoon)—Ed Valtman .. JPS
Various Titles—Don Freeman ..... CNS
Various Titles—Jack Murphy ..... CNS
Various Titles—John Philip Sousa ..... CNS
Vaughan At Large—Bill Vaughan ..... UFS
Vegetarian Activist News ..... VTN
Vegetarian News ..... VTN
Vegetarian Nutrition ..... VTN
Vegetarian People ..... VTN
*Veronica—Jorge Guardia ..... EMA
Video Vignettes—Marcia Michaels ..... AMF
View—Frances M. Knox ..... DIC
Village Square—Chuck Stiles ..... SM
VIP—Maxine Cheshire ..... LAT
VIP Medical Grapevine—Ruth Nathan Anderson ... VMG
VIPeople—Dan Lewis ..... NANA-UFS
Virginia Payette—Virginia Payette ..... UFS
Vision Contest ..... SF
Visit To The Stars ..... WIP
Voice Of Broadway—Jack O'Brian ..... KFS
Voice Of Freedom—Marv. Arthur ..... ARU
Vox Pop—Brendan Boyd ..... LAT

W

W News & Photo Service ..... FA
Walking Around—Sidney Du Broff ..... GPL
Walking Tours—Rosellen Callahan ..... EES
Wall Street World—William A. Stearns ..... BIS
Ward 'N Gord—Paul E. Ticknor ..... WNG
Washington Calling—Marquis Childs ..... UFS
Washington Insight—Joseph Kraft ..... FNS
Washington Merry-Go-Round—Jack Anderson ..... UFS
Washington Notes & News Notes—L. Hughes ..... EDC
Washington Welter—Jesse H. Merrell ..... MER
Washington Window ..... UPI
Washington Women—Dorothy Marks ..... WNS
Watch On Washington—Clark Mollenhoff ..... RTS
Watch Your Language—Lydel Sims ..... CF
We Hold These Truths—MacNelly & McKenzie ..... UFS
We The People—Alan Caruba ..... INP
Weather ..... EDC
Weather Maps & Forecast ..... UPIN
Webster Classics—H. T. Webster ..... SM
Wee Pals—Morrie Turner ..... KFS
Wee Whimsy—Doug Sneyd ..... TSS
Week Ahead Specials ..... TVC
Weekend Chuckles—Tom & Beulah Collins ..... LAT
Weekly Page Of Features ..... SM
Weekly Program Photo Highlights ..... TVC
Weekly Short Stories ..... OPS
Welch Medical Report—Dr. William Welch ..... RTS
Westell Report—Anthony Westell ..... TSS
*What Are You Like—Theresse Gotblind ..... AMU
What Life Has Taught Me ..... SBP
What Next—Paul Hamlin ..... SPS
What People Think ..... IMN
What's Ahead For Southern Business—
Laurence H. Shaw ..... TWN
What's Cooking—Marjorie Forte ..... TWN
What's Doing In Sports—Phil Kalker ..... AEW
What's New In The World Of Travel?—Gustav Berle BER
What's On Television ..... UPI
What's The Law?—Jack Strauss ..... UFS
What's Your Problem?—Linda Lawrence ..... RFS
Wheels ..... WSS
Where Is A Line—Bess Wallace ..... TWN
Who Knows—Lillian Hughes ..... EDC
Who Started It?—Dorothy Liermark ..... TWN
Who Was That Masked Man?—Bruce Nash ..... TWN
Who'zit—John Prinkey ..... FSF
Why Be Bored!—Lillian Taylor ..... TAY
Why Grow Old?—Josephine Lowman ..... RTS
Why Not The Best?—Jimmy Carter ..... CNF
Why We Say—Bob Morgan & Pete Hoffman ..... LAT
Wild Wheels—Glen & Linda Wild ..... MOD
Wilkins Column—Roy Wilkins ..... RTS
Will Rogers Says—Bryan Sterling ..... RTS
Wilson's Western Humor ..... WWH
Win At Bridge—Oswald & Jim Jacoby ..... NEA
Wine Connoisseur—Robert Lawrence Balzer ..... LAT
Wine Primer—Mark Pugner ..... TAG
Winnie Winkle—Max Bibber and Henry Raduta ... CTN
Winning The Age Game—Gloria Heidi ..... DDS
Winning Ways—Charles Rehns ..... REH
*Wishing Well—William J. Miller ..... KFS
Winthrop—Dick Cavalli ..... NEA
Wisdom In The Street—Charles Rehns ..... REH
Wit And Wisdom—Dorothy Yoder ..... INR
Wits & Pearls—Jill Carlyn ..... CIT
With A Smile—Jack Adler ..... TWN
With Tongue In Cheek—Sarah Adkins ..... TWN
Wizard Word—Penny Kanter ..... CTN
Woman's World—Patricia McCormack ..... UPI
Women Today—Kit van Cleave ..... WOM
Women's News Service ..... WNS
Women's Pages—Dina Dellale ..... EPS
*Women's Way—Joan O'Sullivan ..... KFS
Women's Wear Daily ..... FA
Women's World—Princess Kay ..... TWN
Women's World—Iris Hartman ..... WNS
Wonders Of Wildlife ..... LOV
Wonderword—Joe Ouellet ..... LAT
Woodsies—Robin ..... TWN
Woody's World—Bill Potter ..... UFS
Word-A-Day—Mickey Bach ..... FNS
Word Cage Puzzle—Tracy St. John ..... SUB
Word Game—Kathleen Saxe ..... UFS
Wordplay ..... KFS
Word Sleuth ..... KFS
Wordsmith—Tim Menees ..... UNP
Word World—I. J. Santora ..... DNT
Words In The News—M. J. Saperstein ..... TWN
Words, Wit & Wisdom—William & Mary Morris .. UFS
Wordy Gurdy—Tricky Dicky ..... MIL
Wordy Gurdy—Ricky Kane ..... UFS
Working—Jack F Bryson ..... TWN
Working It Out—Mel Thompson ..... VP
Working Mothers—Jean Curtis ..... DDS
Working Woman—Niki Scott ..... UNP
World Horizons—Sunday Feature Package ..... UPI
World In Focus, The—William R. Frye ..... FRY
World News Summary ..... UPI
World Of Stamps—Joseph H. Pompey ..... TWN
World Religious News—Dorothy Yoder ..... INR
World Spotlight—Marv. Arthur ..... ARU
World War II—James Jones ..... LAT
World Wide Travel Advice—Paige Palmer ..... FAS
Worth Repeating—Theron Liddle ..... RTS
Would You Believe . . . ?—Fred Philcox ..... CIT
Would You Believe—Robert W. Pelton ..... TWN
Wretched Mess News—Milford Poltroon ..... LAT
Write On—Virgil Pinkley ..... CNS
Write Words That Work—Bob Powers ..... CRE
Wry Lines—Bruce B. Wilmer ..... WBB

Y

Yankee Doodle Daily—
Charles F. Wills and Rosemary White ..... TWN
Yankee Doodles-Group X—
Don Kracke, Benjamin Templeton, F. W. Martin . LAT
Yardley Jones Cartoons—Yardley Jones ..... CWF
Year In Religion ..... RNS
Yesterday's Stars—Nancy Anderson ..... CNS
Yogi—Hanna-Barbera Productions ..... MCN
Yost Column—Ambassador Charles W. Yost ..... FRY
You—Ruth Winter ..... LAT
You And Your Health—Peter J. Esse, M.D. ..... MCN
You And Your Money—Judith G. Rhoades ..... MCN
You Be The Judge—John Ritter & Paul Levine ... LEG
You Can Fix It—Walt Trag ..... SBP
You Can Read Puzzles—Walt Trag ..... SBP
You In The Church—The Church In You—
G. W. Lindsay ..... WIL
You Know You Really Love Them When—Miv Schaaf SCH
You Said It! (Readers Letters) ..... AMW
You, Your Child And Entertainment—David Nydick DAN
You, Your Child And School—David Nydick ..... DAN
You, Your Child And Sports—David Nydick ..... DAN
Young And Healthy—Dr. Frank Falkner ..... LAT
Young Hobby Club—Robert Cleveland ..... CNF
Young Ideas—Dick Young ..... CTN
Your American Heritage—Bruce Nash ..... TWN
Your Auto And You—Doyle K. Getter ..... AUT
Your Best Years—Dee Payne ..... TWN
Your Birthday—Stella Wilder ..... UFS
Your Car—Eugene Milmoe ..... LAT
Your Car—Ray Stapely ..... TSS
Your Constitution—Porter Williamson ..... MSC
Your Daily Paper-Read It-Use It—Kern Pederson .. TWN
Your Family Decorator—Carlton Varney ..... FNS
Your Family Pet—Maxwell Riddle ..... AF
Your Fashion Image—Charlotte Wilkinson ..... YFI
Your Green Thumb—Dennis Cleary ..... TWN
Your Handwriting Tells—Dorothy St. John Jackson CNS
Your Home—Carolyn S. Murray ..... LAT
Your Home—Build And Improve—
John D. Bloodgood & Angustus Suglia ..... KFS
Your Horoscope Forecast—Dolores Pyle ..... PYL
Your Horoscope Guide—Gina Ceaglio ..... CNS
Your Horrorscope—D. B. Shaw ..... TWN
*Your Individual Horoscope—Frances Drake ..... KFS
Your I Ching—Jean M. Bell ..... TWN
Your Life And Mine—Phyllis Mitchell ..... MIT
Your Medicare—Eugene Miller ..... MLN
Your Medicine Chest—Wayman McCoo, M.D. ..... WOR
Your Mind In Action—Thomas J. Majerski ..... TWN
Your Money—Pat Fellowes ..... TSS
Your Money's Worth—Sylvia Porter ..... FNS
Your New Way Of Life—Joan Walker ..... TWN
Your Real Estate—David G. Schuchat ..... SCU
Your Retirement Dollar—Peter Weaver ..... KFS
Your Sixth Sense—David Whitman VanNuys ..... MAN
Your Social Security ..... CNS
Your Stars—Constance Sharpe ..... MIL
Your Stars This Week—Stella Wilder ..... UFS
Your Very Own Lifestyle—Peggy Higgins ..... RBN
Your Week Ahead—Dr. A. W. Damis ..... MIL
Your Week Ahead—Damis ..... CSP
Your World—Charles Vance ..... VAN
You're Getting Closer—Patte Wheat/Dale Hale ... KFS
You're Sew Right—Dale Cavanagh ..... SPS
Youth Clinic ..... TSS
Youth On The Go—Randy Mink ..... MIK
Youth Poll America—Gordon Sabine, Ph.D. ..... CTN
Yvonne Brathwaite Burke Column—
Yvonne Brathwaite Burke ..... CNS

Z

Zane Grey's Best Short Stories & Books ..... OPS
Ziggy—Tom Wilson ..... UNP
Zig-Zag—Steve Ryan ..... CNS
Zingers!—John Broudhecker ..... AF
Zodiac News Service ..... ZNS
Zodiyaks—John Prinkey ..... FSF
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The World of Real Estate—w-500/600-mim-man-orp—Howard L. Shonting ..... RER
Tid-Bits—d,w-1c2", 2c4"-mail-orp—Charles H. Dennis ..... TWN
Tomorrow's Dollar—3tw-500-ocr—Ray Howard .... CTN
Trade Winds—6tw-800-mim-ocr-orp-Lc-mail-wire tts-tel—Lou Schneider ..... NANA
Understanding Insurance: A Consumer's Guide—w-500-mail-orp—Ray E. Carden ..... TWN
Wall Street World—w-800-mim—William A. Stearns BIS
What's Ahead For Southern Business—w-600-mail-orp—Lawrence H. Shaw ..... TWN
What's The Law—6tw-400-mim-ocr-orp-mail-Lc-tts-tel—Jack Strauss ..... UFS
Working—w-500-mail-orp—Jack F. Bryson ..... TWN
Working It Out—3tw-300-xerox-mail—Mel Thompson VP
You And Your Money—1tw-450/600-ocr-orp-mail—Judith G. Rhoades ..... CNS
You Be The Judge—5tw-200-xerox—John Ritter & Paul Levine ..... LEG
Your Medicare—w-400-mim-mail—Eugene Miller .. MLN
Your Money—5tw-500-mim—Pat Fellowes ..... TSS
Your Money's Worth—dexSat-600-ocr—Sylvia Porter FNS
Your Real Estate—w-500-xerox-mail—David G. Schuchat ..... SCU

8—CARTOONS AND PANELS

A Little Leary—dS-1c2"-orp—Bill Leary ..... LAT
Agony Is . . .—w-2c4"-orp-igp ..... ITP
All In Pun—5tw-2c2"-orp-mat—Staff ..... WHI
Amy—dexS-2c3"-mat-orp—Jack Tipplit ..... RTS
Animal Puzzles—ws-ps-orp-ill—W. Trag ..... SBP
Animalogic—6tw-1c4"-orp—Ed Nofziger ..... LAT
Apple Pie—w-2c-orp-mail—David Boyd & Gus Wood MOR
Arnie—w-ps-orp-ill—Arne Stockholm ..... SBP
Around Town—w-2c5"-mat-orp—Rube Weiss ..... BLA
Art's Gallery—dexS-2c6"-igp—Art Finley ..... CHR
As You Were—dexS-2c4½"-orp—Jim Baker ..... PIO
Barnyard Gate—dexS-4c5"-orp-mat—Sarge O'Neill SOU
Belvedere—d-2c-orp-mat—Nat Greennwood ..... FNS
Berry's World—d-2c5½"-orp; S-tps-qps-hpt-orp—Jim Berry ..... NEA
Best Cartoons From Europe—d/w-var-orp—Various Cartoonists ..... SBP
Big George—d-2c-orp-mat; S-tps-hpt-orp-mat—Virgil Patch ..... FNS
Bigg's Business—d-1c2", 2c4"-mail-orp—Robert Zahn ..... TWN

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Braintwister—ws-ps-orp—Amery Brown ..... OPS
Broadsides—6tw-1c2¼"/1½c2¾"-orp—Charles Barsotti ..... LAT
Brother Juniper—d-2c-orp-mat—Fred McCarthy .. FNS
Captain Cockle—d-1c2", 2c4"-mail-orp—Peter Garvey ..... TWN
Car Crazy—w-var-orp-ill—Bilko ..... SBP
Carmichael—6tw-1c5"-orp—Dave Eastman ..... LAT
Cartoon Page—w-1c2"-orp-igp—London Weekend ... ITP
Celebrity World—w-2c3¾"-orp-mat—Bill Murray . MFS
Cartoonarama—qt-1c/2c-orp-Various Artists ..... HUH
Channel Chuckles Daily—dexS-1c4"-mat-orp—Bill Keane ..... RTS
Charmers—d-1c/2c; S-tps-hpt-gph; orp-mat—Hallmark ..... FNS
Children's Puzzles—w-s-ps-orp-ill—W. Trag ..... SBP
Ching Chow—d-1c-mat-orp—Will Levinson & Rocco Lotito ..... CTN
Church Chuckles—w-2c-orp-mat—Charles Cartwright SM
Citizen Smith—dexS-2c3"-orp-mat—Dave Gerard.. RTS
Classy Ads—dexS-1c2½-3"-orp—James Estes .... CRO
Clean Ups—w-2c5"-orp-mail—Richard Johnson .... RCH
Collector's Corner—w-2c4¼"-orp—Tom Bateson .. UFS
Color The Drawings—dwS-ps-orp-ill—W. Trag .... OPS
Country Parson—dexS-1c4"-mat-orp—Frank Clark . RTS
Coupons—d-2c-orp—Bob Vojtko ..... AND
Courthouse Squares—w-1c3"—Staff ..... CSP
Cowpokes—w-2c4½", 3c6"-ps-mail-mat-orp—Ace Reid ..... COW
Crazy Capers—d-1c3"-mat-orp—Various ..... MIL
Crazy Capers—dexS-1c3"-orp—Various Artists ..... CF
Dennis the Menace—d-2c-mat-orp; S-pt-hps-tps-gph-mat-orp—Hank Ketcham ..... FNS
Digest of Books—m-pt-orp/book form—Various authors ..... SBP
Dinah Mite—w-1c1⅞x3"-mat-orp—Joe E. Buresch JEB
Dr. Dumphy—d-2c-orp-mat—Reamer Keller ..... FNS
Dodie—d-w-1c2", 2c4"-mail-orp—Peter Garvey .. TWN
Don Q—d-4c-S-hps-tps-qps-orp—David Gantz .... NYT
"doors"—3tw-w-m-orp-mat—Woodie Hall ..... LEF
Dot To Dot—ws-ps-orp-ill—Earl Engelman ..... SBP
Draw Your Own Conclusion—dexS-2c4"-orp-mat—Courtney Dunkel ..... WSS
Drawing Is Fun—w-S-ps-orp-ill—W. Trag ..... SBP
Driver Ed & Edna—d/w-1c2", 2c4"-mail-orp—The Dintimans & Ross Bunch ..... TWN
Dunagin's People—d-2c-orp-mat; S-tps-hpt-orp-mat—Ralph Dunagin ..... FNS
Elmer Stoon—w-2c3½"-orp—Don Knudson ..... SIE
Emmy Lou—dS-2c4¼"-hps-tps-pt-hpt-gps-orp-mat—Marty Links ..... UFS
Family Circus Weekend—S-4c5"-orp—Bil Keane .. RTS
Famous Caricatures—w-ps-orp-ill—T. Armstrong ... OPS
Farris Wheel—w-varies-panels-orp-ill—J. Farris .. SBP
Fletcher, The 4-H'r—w-1c1⅞"x3"-mat-orp—Joe E. Buresch ..... JEB
Flip Art—w-3c2"—Al Goring ..... GOR
Foreign Strips—d/w-varies-orp-ill—Various artists SBP
Fortune Kookies—d-1c-mat-orp—Charles Glass .... CTN
Fun Features—m-2c2", 1c2"-orp—Rick Wilson .. WLS
Fun & Games—ws-ps-orp—W. Trag ..... SBP
Funny Business—dexS-2c4¾"-mat-orp—Roger Bollen ..... NEA
Garth—d-3c2"-orp—Frank Bellemy ..... ITP
Gerties Gig—6tw12c-orp—Suzanne Farrow ..... LAT
Ghoulsville—d-1c2", 2c4"-mail-orp—Peter Garvey TWN
***Ginger**—dexS-2c3⅛"-orp-mat—Orla Getterman .. UFS
Good Old Days Antique Fairs—w-3c3⅜"; S-4c5"-tps-hpt-orp-mat—Erwin L. Hess ..... UFS
Grab Bag—d-tw-w-250-xerox—Fred Philcox ..... CIT
Graffiti—dexS-1c3¼"-orp-mat ..... MCN
Grin & Bear It—d-2c-3c-mat-orp; S-sph-gph-hps-tps-hpt-pt-orp-mat—George Lichty/Fred Wagner FNS
Grumps—dexS-1c5"-orp-mat—Roger Price ..... MAN
Have Fun!—w-1c11"-mat-orp—Lee Bryan (Illus. by Rube Weiss) ..... BLA
***Hazel**—d-2c-mat-orp—Ted Key ..... KFS
Head Set—dexS-2c5"-orp-xerox—Dennis Ellefson .. EMA
Health Capsules—dexS-1c-orp-mat—M. Petti, M.D. UFS
Heathcliff—dexS-2c4⅛"-hps-tps-pt-orp-mats—George Gately ..... MCN
Herman—dexS-2c-mat-orp—James Unger ..... UNP
Honeydew—dexS-1c2½"-orp-mat—Henry Gaines Goodman, Jr. ..... GOJ
Hoo-Dunnit—5tw-2c5½"-orp—Fred H. Lamb ..... CF
Hospital Quips—w-2c5"-mat-orp—Rube Weiss .... BLA
Hot Shot Sam—w-van-xerox—Samuel P. Levine .... LEV
***Hubert**—dS-d-2c-4c; S-tps-hpt-mat-orp—Dick Wingert ..... KFS
Idea Chaser—d-1c2½"-mat-orp—Jerry Langell .... AF
If I Had My Way—w-1c2", 2c4"-mail-orp—Kern Pederson ..... TWN
Innocence Abroad—w-1c3"-orp-mat—Mary Gauerke WSS
It's A Laugh!—w-2c5"-orp-mat—Rube Weiss .... BLA
Jest About Pets—w-1c2", 2c4"-mail-orp—Edward J. Lewis ..... TWN
Johnny Wonder—d-(4c3"/2c6⅛"); S-(hps-tps-pt)-orp-mat—Dick Rogers ..... EF
Josh 'Billings Sez'—w-2c5"/1c3"-orp-mat—Rube Weiss ..... BLA
Just For You—w/S-ps-orp-ill—Earl Engleman ... SBP
Just Imagine—w-1c2"-2c4"-mail-orp—Kern Pederson ..... TWN
Kid Carson Says—w-1c3½"-orp—Buddy Blair .... BSF
Kids Korner—w-3¼x5¼"-orp—Jesse Jacobs ..... MCN
Krass & Bernie—w-ps-orp-ill—G. Trosley ..... OPS
Ladies Day—6tw-1c3"-orp—John Rouson ..... LAT
***La Chispa de Kris**—dexS-2c4"-orp-xerox—Kris .. EMA
***Laff-A-Day**—d-1c-2c-mat-orp ..... KFS
Laff of the Week—w-1c4½"-orp-mat-ill—Various Cartoonists ..... CSP
Laff of the Week—w-2c-orp-mat—Various ..... MIL
Lansky's Look—dexS-1c-2c-mat-orp—Bernie Lansky UNP
Larry's World From Punch—d/wS-varies-orp-ill—Larry ..... SBP
***Laugh It Off**—d-1c-mat-orp—Syd Hoff ..... KFS
***Laugh Time**—d-2c-mat-orp—Bob Schroeter ..... KFS
Laughable Laws—w-1c2"/2c4"-mail-orp—Lee Gall TWN
Laughs From Europe—dexS-2c4¼"-mat-orp—Various Artists ..... RTS
Legal Laffs—w-2c5"-mat-orp—Rube Weiss ..... BLA
Let's Ask The Cook—3tw-500-ocr—Carol McGarvey RTS
Life In The Suburbs—w-2c/3c-mat-orp—Al Smith SM
Life's Like That—dexS-2c4¼"-orp-mat—Fred Neher ..... UFS
L'il Sports—dexS-2c3⅞"-orp-mat—Cliff Wirth .. MCN
Little Sport—6tw-4c1¼"-orp—John Rouson .... LAT
Live n' Laff—w-2c5"-mat-orp—Rube Weiss ..... BLA
Living End—w-2c-mat-orp—Hal Holland ..... SM
London Express Feature Service—3tw-var-orp-ill .. UFS
Lonely Heart—w-1c2"-ocr—Herc Ficklen ..... AVA
Look Smart—w-500-lim-igp-orp-ocr—Harry Juster RTS
Love Is—6tw-1c3"-orp—Kim Grove ..... LAT
Lumpits—dexS-1c2"-orp-mat—Mal Hancock ..... WSS
Magicword—w-6½x3½"-orp ..... MCN
Marmaduke—dS-2c-hps-tps-pt-hpt-qps-mat-orp—Brad Anderson ..... UFS
MD—w-1c2"-orp—James Whatley ..... ITP
Men & Women—d-1c/2c-orp-mat—Mel Calman ... FNS
Mind's Eye—d/w-1c2"/2c4"-mail-orp—Jerome Chamberlain ..... TWN
Minstrel Lore—d-2c-orp—Robert A. Larsen ..... AND
Mr. Crabtree—d-3c5"-orp ..... ITP
Mr. Demgopi—dS-2c5"-orp-mat—Stephen C. Graham and Kirk A. Luehrs ..... TFI
Mr. Flugg—dexS-2c4¾"-orp-mat—Jon Peterson .. NEA
Mr. Tweedy—6tw-2c4½"-orp—Ned Riddle ..... LAT
Modulations—2tw-2c-mat-orp—Jim Shattuck ..... CTN
Mrs. Murphy—d/w-1c2"/2c4"-mail-orp—Martin Duffy ..... TWN
Monthly Review of Loony Larcenies—w-600-mail-orp—Meader G. Pattington ..... TWN
My Stars—6tw-1c-orp—Ken Bruns ..... LAT
New Neighbors—d-1c/2c-mat-orp—Bob Bugg .... CTN
Notes On The News—dexS-1c2⅞"-orp-mat-mail—Charles D. Pearson ..... PEA
Odd Facts—dexS-1c3¾"-orp-mat—Will Eisner ... RTS
Off the Record Daily—d-2c4½"-mat-orp—Ed Reed RTS
Olderman Cartoons—w-var-opr—Murray Olderman NEA
Omie The Shiek—w-1c2"/2c4"-mail-orp—Peter Fugere ..... TWN
One For The Record—w-1c2"/2c4"-mail-orp—Kern Pederson ..... TWN

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Our Ancestors—w-2c4½"-orp-mat-mail—Quincy .. SUB
Our Boarding House—d-2c3¾"-orp-mat; S-hps-tps-pt-hpt-orp-mat—Les Carroll & Tom McCormick NEA
Our Paper Boy—w-1c2"/2c4"-mail-orp—Kern Pederson ... TWN
Our Parish—w-orp—Margaret Ahern ... NCF
Out of Orbit—w-1c3"-ocr—Herc Ficklen ... AVA
Outdoor Mini-Tips—w-1c2"x3"-mat-orp—Joe E. Buresch ... JEB
Pause . . . For A Smile—6tw-var-orp—London Express ... UFS
Pee Wee—d-2c5"-mat-orp—Jerry Iger ... PF
Penny Thoughts—d-1c3"-mat-orp—Michael Fortuna & Jackie Spears ... AF
Peter Panic—w/S-ps-orp-ill—Lo Linkert ... SBP
Petunia—dexS-1c2"-orp-mat—Bishop Braken ... WSS
Pick of Punch—6tw-2x4"-orp—various ... LAT
Pistachios—d-ps-orp-ill—Sematones ... SBP
***Pixies**—d-1c3¼"-orp-mat—Jack Wohl ... UFS
Pocket Cartoons—d-var.-orp—London Daily Mirror ITP
***Ponytail**—dS/d-2c; S-tps-hpt-mat-orp—Lee Holley KFS
Pot Shots—d-2c-mat-orp—Ashleigh Brilliant ... CTN
Punch Line—cont-var-orp-mail—Palbo ... PAU
Quarterly Cartoon Humor Service—qt-36 cartoons (1c/2c) various depths-orp-mat—various artists . CF
***Queenie**—d-1c-2c-mat-orp—Phil Interlandi ... KFS
Riff Raff—w-1c2"/2c4"-mail-orp—Ed Wilkins ... TWN
***Ripley's Believe It Or Not!**—d-2c; S-tps-hpt-qph-mat-orp ... KFS
Rocket Shots—tw-2c4½"-orp—Rod Laver ... UFS
Scramlets—dS-2c¾"-orp-mats—Clay Pollan ... MCN
Scruffles—w-4c2½"-orp ... TVC
Selling Short—dexS-1c-mat-orp—Ken Ross & Don Raden ... UNP
7 Errors—ws-ps-orp—F. Hays ... SBP
Shanghai Lil—dexS-4c5"-orp-mat—Sarge O'Neill .. SOU
Shredded Wit—5tw-1c3"-mail—Nonnie Coan ... COA
Short Short Stories—d-1c2¾"-orp-mat—Art Gates . GF
Show Biz—w-2c5"-mat-orp—Flash Fairfield ... EF
Side Glances—dexS-2c5"-orp-mat—Gill Fox ... NEA
Sign-O-Rama—5tw-2c4"-1c3¼"-mat-orp M. W. Martin ... MAR
Sister Anne—d/w-1c2"/2c4"-mail-orp—Peter John Fugere ... TWN
Small Fry Diary—dexS-1c3"-mail—Nonnee Coan .. COA
Smart Chart—6tw-1c3"-orp—Herb Stansbury ... LAT
Smiling Out Loud—dexS-4c5"-orp-mat—Sarge O'Neill ... SOU
Soft Focus—d-1c-mat-orp—Alf ... KFS
Speck—w-orp—Margaret Ahern ... NCF
Sovereign State Of Affairs—w-4c-orp-mail—Boyd & Wood ... MOR
Stampede—2tw-2c6"-ps-orp-mail—Jerry Palen ... KFS
Sportin' Life—The Week That Was—w-2c4"-mail-orp—Denis Harrington ... TWN
Sportsville—d/w-1c2"/2c4"-mail-orp—Thomas E. Moran ... TWN
Star Gazer—dS-2c4½"-orp-mat—Clay Pollan ... MCN
Still Life—d-1c-2c-mat-orp—Jerry Robinson ... CTN
Stoker The Broker—d-1c3"-orp-mat—Henry Boltinoff ... MIL
Stoker The Broker—dexS-1c3"-orp-mat—Henry Boltinoff ... WSS
Strictly Business—d-1c-2c-orp-mat—Dale McFeatters ... FNS
Stromboli—d/w-1c2"/2c4"-mail-orp—Mario Risso TWN
Suburbia—w-1c3¼"-orp-mat-mail—Don Raden .. SUB
Sunday Laughs—w-ps-orp-ill—Paul Swede ... SBP
Tee Vee Laffs—dexS-1c2½"-orp-mat—Cliff Rogerson ... UFS
The Better Half Daily—d-2c3"-mat-orp—Ruth Barnes ... RTS
The Bosleys—w-4c4½"; S-tps-hpt-orp-mat—John Stees ... UFS
The Byrds—dexS-1c3"-mat-orp—Vance Rodewalt ... TSS
The Eyes Have It—w-2c2"—Al Goring ... GOR
The Girls—d-1c/2c-orp-mat—Franklin Folger ... FNS
The Gullivers—w-2c4"-orp-mat—Mary Gauerke .. WSS
The Kids—w-1c2"x3"-mat-orp—Joe E. Buresch ... JEB
***The Little Woman**—dS-d-1c/2c-S-tps-hpt-mat-orp—Don Tobin ... KFS
***The Lockhorns**—dS-d-2c; S-tps-hpt-mat-orp—William P. Hoest ... KFS
The Old Pro—d/w-1c3"-mail-orp—Bill Nellor ... TWN
The Now Society—(w-3c5"-igp) (5tw-2c5"-igp)—William Hamilton ... CHR
The Pet Set—d-2c4⅝"/1c3"-orp—Doug & Jean Borgstedt ... BOR
The UFO's—d/w-1c2"/2c4"-mail-orp—Edward J. Lewis ... TWN
There Oughta Be A Law—dS-3c3¾"-hps-pt-tps-qps-hpt-orp-mat—Whipple & Borth ... UFS
***They'll Do It Every Time**—dS-d-2c; S-hps-tps-pt; mat-orp—Bob Dunn & Al Scaduto ... KFS
This Funny World—dexS-2c3⅞"-orp-mat-various cartoonists ... MCN
"Those Browns"—dexS-2c3¾"-orp-mat—Bill Murray ... MFS
Time Out—d-1c/2c-orp-mat—Jeff Keate ... FNS
Today Is The Day—d-3c5"-orp ... ITP
Today's World—d-1c/2c-mat-orp—David Brown .. KFS
Toppix—d-2c-mat-orp—Edwin Fisher ... CTN
Trim's Arena—dexS-2c-mat-orp—Hal Trim ... UNP
Trixie—w-1c-mat-orp ... SM
***Trudy**—dS-d-2c; S-tps-hpt-mat-orp—Jerry Marcus KFS
Truth—w/S-ps-orp-ill—Paul Swan ... SBP
Turnstile Testers—w-2c4"-mail-orp—Denis Harrington ... TWN
TV Hee-Hees—7tw-1c2"-orp—Henry Scarpelli ... LAT
200 Years Ago—d-1c-orp-mat—Group X ... FNS
Unlikely Letters—w-2c-mat-orp—Bernard Williams ... SM
Unmeat Cartoons—m-2ps-ill-mail—Varies ... VTN
Village Square—w-2c-mat-orp—Chuck Stiles ... SM
Webster Classics—w-2c-mat-orp—H. T. Webster ... SM
We Hold These Truths—3tw-2c/var-orp—MacNelly & McKenzie ... UFS
Wee Whimsy—dexS-1c3½"-mat-orp—Doug Sneyd TSS
Weekly Page of Features—w-pt/2hps-orp-mat ... SM
Wits and Pearls—d/tw/w-250-xerox—Jill Carlyr .. CIT
Woody's World—d-2c-orp—Bill Potter ... UFS
Would You Believe?—d/tw/w-250-xerox—Fred Philcox ... CIT
Word-A-Day—d-1c-orp-mat—Micky Bach ... FNS
Wordplay—d-1c-orp-mat—Micky Bach ... FNS
Yankee Doodle Daily—w/d-4c4"-mail-orp—Charles F. Wills and Rosemary White ... TWN
You Can Read Puzzles—ws-ps-orp-ill—Walt Trag .. SBP
You Know You Really Love Them When—5tw-1c3"-orp—Miv Schaaf ... SCH
Your Daily Paper—Read It—Use It—w-1c2"/2c4"-mail-orp—Kern Pederson ... TWN
***Your Getting Closer**—6tw-1c-mat-orp—Patte Wheat and Dale Hale ... KFS
Zingers!—d-1c2¼"/2c1"—John Broudhecker ... AF
Ziggy—dS-2c; hps-tps-qps-hpt-mat-orp—Tom Wilson ... UNP
Zoonies—d-2c3"-orp-mat—Craig Leggett ... EF

9—CHESS-CHECKERS-BACKGAMMON

Canadian Chess—w-500-ill-mim—Walter Dobrich .. TSS
Chess Column—tw-400-orp—Robert Byrne ... NYT
Chess Master—w-300-ocr-igp—George Koltanowski GG
Chess Points—1tw-450-ocr-orp-mail—Ross Williams CNS
Christian Science Monitor News Service—5tw-var-igp-orp-ocr ... RTS
Color The Drawing—d/w/S-ps-orp-ill—W. Trag .. OPS
Evans On Chess—w-1¾"x12"-orp—Larry Evans .. CHE
Leisure And Hobbies—occ-ps-man—Staff ... IMN
Sheinwold on Backgammon—w-500-orp—Alfred Sheinwold ... LAT
Zwischenzug—w-20/25"-xerox—Albauth/Kaufman . PIL

10—CHILDREN

A Child Learns to Swim—sea-2c6"-orp-mat—Staff TSS
According to Guinness—dexS-50-ocr—Norris & Ross McWhirter ... UNP
According to Guinness (III)—dexS-2c-mat-orp—Norris & Ross McWhirter ... UNP
Adventures in Fun—w-pt-orp-ill—Paul Flayer ... FLA
Animal Puzzles—wS-ps-orp-ill—W. Trag ... SBP
Animalogic—6tw-1c4"-orp—Ed Nofziger ... LAT
Arnie—w-ps-orp-ill—Arnie Stockholm ... SBP
Ask Andy—dexS-400-mim-ocr-tel-wire-tt-telex—Chapman/Brooks ... LAT
Between Us—w-Lc-ocr—Dr. Alice Ginott ... KFS
Braintwister—wS-ps-orp—Amery Brown ... OPS
Can Collecting—w-500/700-ocr-xerox—Edward Midura ... MID
Cappy Dick—S-hps-hpt-tps-gps-mat-orp-ill—Robert Cleveland ... CNF
Celebrities Laugh—w-qpt-orp-ill-misc. cartoons ... OPS
Celebrities Speak—w-qpt-orp-ill-misc. authors ... OPS
Children—w-igp—Ida Fried ... EPS
Children's Puzzles—wS-ps-orp-ill—W. Trag ... SBP
Child's Play—w-600-mail-orp—Sarah Lee Massey TWN
Christmas Strip—sea-4c2¼"-orp-mat-ill—Barbara Craig & Don Baur ... NEA
Craft For Kids—w-600-mail-orp—Yvette Cummings TWN
Dot To Dot—wS-ps-orp-ill—Earl Engleman ... SBP
Draw Your Own Conclusion—dexS-2c4"-orp-mat—Courtney Dunkel ... WSS
Drawing Is Fun—w/S-ps-orp-ill—W. Trag ... SBP
Fun & Games—w/S-ps-orp—W. Trag ... SBP
Games & Puzzles—w-qpt-orp-ill—misc. authors ... OPS
Growing Up Around The World—w-600-mail-orp—Thomas Majerski ... TWN
Hooray For Kids—w-hps-mail-orp—Shirlee Newman and Jean Corcoran ... TWN
How Do They?—tw-200-ocr-igp ... UNP
Johnny Wonder—d-(4c3"/2c6⅛"); S-hps-tps-pt-orp-mat—Dick Rogers ... EF
Junior Editors—dexS-200-mat-orp—Staff ... APN
Junior Jumble—S-3c-mat-orp-ill—Bob Lee and Henry Arnold ... CTN
***Junio Whirl**—S-tps-hpt-color-ill-mat-orp—Hal Kaufman ... KFS
Just For Kids—w-500-man—Ben L. Moon ... MNC
Just For You—w/S-ps-orp-ill—Earl Engleman ... SBP
Kids' Corner—w-4c11"-ill-orp-mail—Claire Nagel COF
Kids Korner—w-3¼"x5¼"-orp—Jesse Jacobs ... MCN
Know How—S-ht-tps-qph-mat-orp—Usborne ... FNS
Let's Do It Together—w-750-man—Dr. Dorothy Rubin ... PRI
Let's Make—w-2c4"-orp—Ben Corey ... HAR
Letters From Dad—d/w-500-man—Martin J. Ross LAW
Little People's Puz—dS-(d-2c4½") (S-2c5½")-orp-mat—Leo White ... UFS
Newsfeatures—d-var-orp-ill-tape-ocr-mail-wire—Staff ... NEA
On Campus Report—w-500-mim—William Haight .. CF
Our Children—1tw-500-ocr-orp-mail—Dr. William Abraham ... CNS
Peter Panic—w/S-ps-orp-ill—Lo Linkert ... SBP
Puzzles And Games—w-orp-varies ... ITP
7 Errors—wS-ps-orp—F. Hayes ... SBP
Smarty's Answer Box—w-600-mail-orp—Jerry M. Zelenka ... TWN
Stamps Are Fun—w-500/700-ocr-xerox—Edmund Midura ... MID
Sunday Laughs—w-ps-orp-ill—Paul Swede ... SBP
Tasty Tales—w-2c12"-mim—Charles Rehms ... REH
The Mini-Page—w-2pt-orp—Betty Debnam ... MSCF
Tell Me Why—dexS-300-1c2"-mim-orp-mat—Arkady Leokum ... WSS
The Stamp Scene—w-var-man-igp-wire-telex-xerox-mail—Mark Allen Kellner ... KEL
The Tiny Times—w-4pt-1ps-orp—Brint T. Schorer Jr. ... TIN
Things To Do—w-4c4"-mail-orp—Carole Rollins .. TWN
Truth—w/S-ps-orp-ill—Paul Swan ... SBP
Uncle Ray's Column—dexSat-400-ilm-ocr—Ramon Coffman ... FNS
You Can Read Puzzles—wS-ps-orp-ill—Walt Trag . SBP
Young Hobby Club—dexS-275-ocr-orp-ilm—Robert Cleveland ... CNF
***You're Getting Closer**—6tw-lc-mat-orp—Patte Wheat and Dale Hale ... KFS

11—COLUMNS

A Changing World—1tw-650/800-ocr-orp-mail—John Pinkerman ... CNS
A Conservative View—3tw-750-mim—James J. Kilpatrick ... WSS
A Good Book To Read—d/w-500-man—Martin J. Ross ... LAW
A Good Idea—m-450-man—Mike LeFan ... LEF
A Hand Around The House—w-500-mim-ocr-ill-tel-wire-tt-telex—A. J. Hand ... LAT
A Heartbeat Away—Our Vice Presidents—w-400/600-ocr-xerox—Edward Midura ... MID
A Poet's View—w-500-man-mail-xerox—Norman A. Kirk ... KIR
A Problem Today—w-150-orp—Anne Nettleton ... SBP
A Time To Live—w-600-ocr—Bob Walton ... UNP
A Word Edgewise—3tw-Lc-ocr—John P. Roche ... KFS
About Books—w-800-orp-tape-ocr-ill-mail-wire—American Library Assn. ... NEA
About People—6tw-600-tt—Staff ... UPI
About Real Estate—w-800-ocr—Don Campbell ... RTS
Abroad at Home—2tw-750-wire—Anthony Lewis ... NYT-NS
Adam's Rib—w-500-mail-orp—Eve Adams ... TWN
Advice Is Nice—d-1c6"-xerox-mail-ocr-Lc-tape—Sylvia Ash Cronin ... ASH
Advice To The Taxlorn—S-600-orp—Jacob Smith, CPA ... IND
Affairs Of Nations—w-800-xerox—Henry Huglin .. HUG
Against the Tide—w-600/750-wire—Michael Novak NCF
Airhawk—w/d-spv-orp-ill—B. Foley ... SBP
Alan Grey Says—w-60-mail-orp—Alan E. Grey .. TWN
Alexander J. Roman—Sw-var-orp—Alexander J. Roman ... LNS
All About Phil Miracle's World—w-500-mail-orp—Phillip Miracle ... TWN
All About Town—w-var-man—Nina Diamond ... DIA
All About Wine—2tw-500-Lc—Ruth Ellen Church . CTN
All You Got To Do Is Ask—2tw-var-orp-tape-ocr-mail-wire—Murray Olderman ... NEA
Along The Camping Trail—fn-600-orp-mim—The Bascomes ... BA
Along The Food Trail—fn-600-orp-mim—The Bascomes ... BA
Along The Wine Trail—fn-600-orp-mim—The Bascomes ... BA
Americana—1tw-400/600-ocr-mail—Sam Stewart . CNS
Amory's People—tw-600-mim-ocr-tel-wire-tt-telex—Cleveland Amory ... LAT
An Americanist Viewpoint—w-500-orp—Grace Hamilton ... AMW
An Editor's Outlook—w-700-mim-ocr—Jenkin Lloyd Jones ... LAT
An Inside Look—The World Of Art—w-500-orp-man-ill-mail—Shannon Kelley Clark ... RBN
Another Look—2tw-550-ocr—Robert Yoakum ... YKM
Antique Wise—w-600-mim-igp—Dorothy Hammond . CF
Antiques—w-500-mim—Olive E. Allen ... DHJ
Antiques In America—w-2c9"-orp-igp-mail—Harry Baker ... TPJ
Any Man Can—w-600-mail-orp—Wayne Roberts .. TWN
Around The House—w-var-mim-mail—Jan Paul .. PAU
Art Buchwald Column—tw-700-ocr-mim-wire-tt-tel-tape-telex—Art Buchwald ... LAT
Arts Today—ds/W-500-xerox-mail—Kit van Cleve WOM
Asia Memo—1tw-550/700-ocr-orp-mail—Edward Neilan ... CNS
Asian Report—ind-500/1200-mim—Mark Gayn ... TSS
Ask Anybody . . . Anything—w-600-mim-ocr-orp-Lc-mail-wire-tts-tel—Martin Alwyn ... NANA
Ask Andy—dexS-400-mim-ocr-tel-wire-tt-telex—Chapman/Brooks ... LAT
Ask Aunt Madge—dS-var-xerox-mail—Mary Madge Saksena ... ASK
Ask Beth—tw-500-mim-ocr-tel-wire-tt-telex—Elizabeth Winship ... LAT
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***Ask Dr. Brothers**—7tw-Lc-orp-ocr—Dr. Joyce Brothers ... KFS
Ask Jennifer—tw-500-mim-ocr-wire-ill—Jennifer Anderson ... LAT
Ask Us—dS-500-2c7", 750/4c6"-igp-xerox-mail—Nancy Lane ... WOR
Ask Your Vet—3tw-700-ocr—Dr. Michael Fox ... CTN
Assignment: America—3tw-Lc-ocr—Phyllis Battelle KFS
Astro*Graph—dS-1c12"/2c6"/3c4"/4c3"-orp-ill-tape-mail-wire—Bernice Bede Osol ... NEA
Astrological Forecast—7tw-600-orp-ocr-tape-wire—Sydney Omarr ... LAT
Astrology-Today—w-500-mim—J. Naylor ... SBP
Astrology Today—w/d-500-orp—Sybil Leek ... SBP
At Large—Sw-750-wire-mail—Ellen Goodman ... WPW

At Your Leisure—1tw-500/700-igp-ocr-orp-mail—Craig MacDonald ..... CNS
Atlas World Press Review—occ-varies-ocr—Various RTS
Axioms, Aphorisms, and Epigrams—w-mail-orp—Lloyd Wheeler ..... TWN
Back Talk—S-750-4c5"-orp-ill-mail—Staff ..... WOR
Beard On Food—w-750-mim—James Beard ..... WSS
Beauty Hints—w-600-mim—April Anastasi ..... ASC
Beauty Tips from Hollywood—w-500-orp—Various show business personalities ..... SBP
Before You Buy—S-900-mim-ocr-orp-Lc-mail-wire-tts-tel—Margaret Dana ..... UFS
Behavior In The News—w-600/700-xerox-orp—S. V. Didato, Ph.D. ..... DID
Behavior—w-800-mim-ocr-orp-wire-mail—William Cromie ..... ESN
Behind The Seams—2tw-450-orp-mat-mail—Peggy Bendel ..... SUB
Berkow Column—2tw-var-orp-ill-mail-tape-ocr—Ira Berkow ..... NEA
Bernstein on Words—tw-250-mim—Theodore M. Bernstein ..... NYT
Best Cartoons From Europe—d/w-var-orp—Various cartoonists ..... SBP
Between Us—w-Lc-ocr—Dr. Alice Ginott ..... KFS
Bishop Sheen Writes—w-750-mim—Archbishop Fulton J. Sheen ..... WSS
Book Digest—w-ps-orp-ill—Misc. Authors ..... OPS
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Business Briefs—d/w-500-man—Martin J. Ross .. LAW
By George!—6tw-150-mim-ocr-orp-Lc-mail-wire-tts-tel—John Keasler ..... UFS
By No Means Neutral—w-600-mim-ocr-wire-tt-telex—Ernest B. (Pat) Furgurson ..... LAT
Calorie Countdown—w-500-orp—Susan Duff Mastro MCN
Camping Family Style—w-450-orp-mat-mail—Angela/Ford Bothwell ..... SUB
Camping All Year Round—w-500-orp—Bob Nesoff MCN
Can Collecting—w-500/700-ocr-xerox—Edmund Midura ..... MID
Capital Fare—dexsat/S-600-mim—Andrew Tully .. MCN
Car Crazy—w-var-orp-ill—Bilko ..... SBP
Caring For Your Car—w-750-ocr-mim-wire-tt-tel-telex-ill—Ray Hill ..... LAT
Carolyn's Collections—w-250-orp—Carolyn Anderson ..... AMW
Carroll Righter Horoscope—7xwk-700-orp—Carroll Righter ..... MCN
Cartoons—w-var-orp—Dean McElhattan ..... AMW
Cassini Carousel—w-600-m.m—Igor Cassini & Diane Judge ..... CF
CB Break—S-600-orc—Mike Wendland ..... UNP
CB City—w-600-mim—Robert Angus ..... MCN
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CB Sender—1tw-var- ocr-mail—Michael McCormack CNS
Cecil Smith Television Column—w-500-mim-ocr—Cecil Smith ..... LAT
Celebrities Laugh—w-qpt-orp-ill—Misc. Cartoons . OPS
Celebrities Speak—w-qpt-orp-ill—Misc. Authors ... OPS
Celebrity Cookbook—w-800/1200-mim-ocr-ill-tel-wire-tt-telex-tape—Johna Blinn ..... LAT
Celebrity Interviews—occ-600-mim-ocr-igp-orp-Lc-mail-wire-tts-tel—Rebecca Morehouse ..... WNS
Celebrity Parade—w-450-orp-mat-mail—Cathy Post Field ..... SUB
Chasing A Career—w-600-man—Kirby W. Stanat SMP
Chef Marcia—1tw-600-mim-ocr-ill—Marcia Burg. WNS
Chess Master—w-300-ocr-igp—George Koltanowski . GG
Christian Science Monitor News Service—5tw-var-ign-orp-ocr ..... RTS
Christmas Stories—w-250/2,000-orp—Various Authors ..... SBP
Citizens on Radio—w-750-orp—E. Z. Strange .... CRO
Clotheslines—5tw-150-mim-ocr-ill-wire—Marylou Luther ..... LAT
Coin Roundup—w-500-ill-mim-ocr—Edward C. Rochette ..... LAT
Coin-Wise—w-500-igp-ocr—Leon Lindheim ..... NNS
Collector's Corner—w-2c4"-mail-orp-ill—Thomas A. Bateson ..... UFS
Column—3tw-750-wire—James Reston ..... NYT-NS
Commentary—tw-500-mim-ocr-wire-tel-tt-telex—Zan Thompson ..... LAT
Confide In Jackie Churchill—w-2c8"-orp—Jackie Churchill ..... QUE
Congressional Quarterly Service—w/tw/an-500/1000-mail—Wayne Kelley ..... CQ
Consumer Contact—sw-650-ocr—Arthur E. Rowse . CNI
Consumer Corner—w-2ps-orp-mail—Staff ..... CAP
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Continental Diary—w-900-mim-ocr-orp-Lc-mail-wire-tts-tel—Noel Anthony ..... NANA
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Creative Mothering—tw-400-mim-ocr—Terri Stanley LAT
Criswell Predicts—w-500-orp—Criswell ..... MCN
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Dateline: U.N.—w-750-mim-ocr-orp-Lc-mail-wire-tts-tel—Louis Halasz ..... NANA
David Broder Column—sw-850-wire-mail—David S. Broder ..... WPW
D. C. Current—w-600-xerox—Cyrene Dear ..... DPR
Days And Customs of All Faiths—w-500-mim-ocr—Dr. Howard V. Harper ..... LAT
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Dear Debbie—w-400-orp—Deborah White ..... MCN
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Denis Warner Column—w-500-ocr—Denis Warner .. RTS
Dempster's Diary—d-w-800-Lc-mail—Nigel Dempster ..... ITP
Design for People—S-500-mim-ocr-ill-orp-tts-mail-wire-tel—Emily Malino ..... UFS
Designing Woman—tw-500-mim-ocr-ill-wire-tel-tt-telex—Barbara Bradford ..... LAT
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Staying Ahead—tw-750-wire-mail—Jane Bryant Quinn ..... WPW
Stock of the Week—w-mim—Electronic Evaluator . CTN
Stop Killing Yourself—5tw-600-orp—Peter J. Steincrohn, M.D. ..... MCN
Straight Talk—w-650-orp—Tom Anderson ..... AMW
Strange Destinies—w-600-mim—J. Macklin ..... SBP
Streets of San Francisco—w-500-mim—Bill Slayter MOD
Strength For The Day—dexS-150-mim—Elisha Douglass ..... CF
Strictly for Dads—tw-400-ocr—Charlie Shedd .... UNP
Strictly For Laughs—5tw-150-mim—Joey Adams .. CF
Successful Investing—5tw-500-mim-ocr-wire-telex—David R. Sargent ..... LAT
Sum and Substance—w-600/750-wire—Rev. John B. Sheerin C.S.P. ..... NCF
Sunday School Lesson—S-750-mim—Elisha Douglass ..... CF
Susie Mac—5tw-800-mim-ocr-orp-mail-Lc-wire-tts-tel—Val Winsey ..... UFS
Suzy Says—5tw-750-xerox—Aileen Mehle ..... CTN
Teen Forum—5tw-500-mim-ocr-orp-mail-Lc-wire-tts-tel—Jean Adams ..... UFS
Teenage Driving Tips—w-500-orp—Jane Sherrod .. SBP
Television Inside—3tw-750-mim—John Austin .... HIS
Television News Tips—w-var-mim—John Clift ..... LAT
Tell Me Why—d-400-mim—A. Leokum ..... MIL
Tell Me Why—dexS-300-1c2"-mim-orp-mat—Arkady Leokum ..... WSS
Tennis Cartoons—w-qpt-orp-ill—Earl Engleman ... SBP
Tennis Is King—w-2c6"-orp—Billy Jean King .... NNS
Terse Voice—w/S-ps-orp—Anthony Carter ..... OPS
Test Yourself—w/d-500/750-orp-ill—Jane Sherrod Singer ..... SBP
The Arts—w-700-mim—Robert Fulford ..... TSS
The Best of the Week—w-var-orp ..... AMW
The Bottom Line—w-600/750-wire—Antoinette Bosco ..... NCF
The Butcher—w-600-ocr-ill—Merle Ellis ..... CHR
The Coin Box—w-400-mim-mail—Norman M. Davis ..... NMD
The Conservative Advocate—tw-600-ocr—William Rusher ..... UNP
The Dividing Line—tw-600-mim—Patrick J. Buchanan ..... NYT
The Earl's Beat—w-500-mail-orp—Garth Gamblin TWN
The Fearless Spectator—w-600-ocr—Charles McCabe ..... CHR
The Formula—S-400-ocr—Norm Stark ..... UNP
The Gaylord Touch—w-500-ocr-igp—William Gaylord ..... CHR
***The Gossip Column**—3tw-Lc-igp-ocr—Robin Adams Sloan ..... KFS
The High Road to Business—w-2c12"/4c12"-mim—Charles Rehms ..... REH
The Innocent Bystander—tw-600-ocr—Arthur Hoppe ..... CHR
The Law Brief—d/w-500-man—Martin J. Ross ... LAW
The Law Letter—d/w-500-man—Martin J. Ross ... LAW
The Lighter Side—3tw-300-tt—Dick West ..... UPI
The Marriage Counselor—sw-450/500-xerox—Miriam Landau, Ph.D. ..... LAN
The Moxie Memo—w-900-mail-orp—D. B. Shaw .. TWN
The Muckraker—w-500-mail-xerox—Jack Dame ... EXC
The New Etiquette—S-600-ocr-ill—Maureen Reardon ..... UNP
The News Business—w-850-mail—Charles B. Seib ..... WPW
The Passing Scene—sw-700-xerox—Herbert Brucken BRU
The Peripatetic Puffer—m-500-mim—Ed Crosby .. MOD
The Phoenix Nest—w-700-orp—Martin Levin .... APN
The Poet Of The People—dexS-75-mim—Edgar A. Guest ..... WSS
The Progress of Peoples—w-600/700-wire—Barbara Ward ..... NCF
The Real Truth—w-350/400-xerox—Al Goring .... GOR
The Stamp Scene—w-var-man-igp-wire-telex-xerox-mail—Mark Allen Kellner ..... KEL
The Unexplained—w-500-mim—Allen Spraggett ..... SUN
The Way It Is—w-600-mail-orp—Richard A. Lake TWN
The Week in Finance—1tw-900-wire—Tom Mulaney ..... NYT-NS
The Wine Rack—w-300-orp—Mary McGrath ..... MCN
The Worry Clinic—dexS-500-3c6"-ill-ocr-orp—Dr. George W. Crane ..... HPS
The Yardstick—w-600/800-wire—Msgr. George G. Higgins ..... NFC
Theatre And Art-USA—m-800/1000-man—Lillian Africano and Elisabeth Stevens ..... PRI
Theatre World—S-var-tt—Staff ..... UPI
These Days—3tw-Lc-ocr—John Chamberlain ..... KFS
They Had A Dream—w-600-mim-ocr-ill—George Reasons & Sam Patrick ..... LAT
Things—w-700-mim-ocr-ill—Miv Schaaf ..... LAT
Things Your Mother Never Taught You—2tw-600-ocr—Charlotte Slater ..... UNP
Things Your Mother Never Taught You About Car Care & Repair—w-600-ocr—Charlotte Slater ..... UNP
Thinking Slim—w-500-orp-mat-mail—Jean Nidetch SUB
This 'n That—w-450-orf-mat-mail—Barbara Allison SUB
Thoughts—dexS-1c-var-orp-tape-ocr-mail-wire—Various ..... NEA
Three Dimensional Beauty For You—tw-500-mim-ocr—Lydia Lane ..... LAT
Through The Looking Glass—w-1200-mim ..... NPS
Tiede/Washington Column—3tw-650-orp-tape-ocr-mail-wire—Tom Tiede ..... NEA
Time For Action—w-700-mail-xerox—Marv Arthur ..... ARU
Today In Las Vegas—w-550-mim—Joe Delaney .. NEW
Today's Chuckle—7tw-25-mim-ocr—Tom & Beulah Collins ..... LAT
Today's Talk—dexS-200-mim—George Mathew Adams ..... WSS
Today's Treasures—w-300-orp-ill-tape-ocr-mail-wire—Jean Barnes ..... NEA
Tom Braden Report—tw-700-ocr-mim-wire-tt-telex—Tom Braden ..... LAT
Tomorrow's Dollar—3tw-500-ocr—Ray Howard .... CTN
Trade Winds—6tw-800-mim-ocr-orp-Lc-mail-wire-tts-tel—Lou Schneider ..... NANA
Travel Along—fn-600-orp-mim—The Bascomes ..... BA
Travel Log—w-800-ocr—Richard Joseph ..... CTN
Travelnotes and Anecdotes—d-tw-w-250-xerox—Jill Carlyn ..... CIT
Trivia I.Q.—5tw-100-mim—Leo White ..... CF
Trivia Trips—w-500/700-Lc-mail—Al Sims ..... DEN
Trudy Engel In Washington, D.C.—sw-var-orp—Gertrude Engel ..... LNS
Tune In Tomorrow—3tw-600-mim-ocr-orp-wire-mail—Jon-Michael Reed ..... EF
Tune Weaving—cont-w-500-xerox-orp-mail—Harold Fuller ..... FUL
TV Answer Man—6tw-400-mim-ocr-orp-mail-Lc-wire-tts-tel—Richard K. Shull ..... UFS
TV Caricatures—w-var-orp ..... TVC
TV Personality (Profile)—w-3c9½"-orp ..... TVC
TV Time Service—w-600-mim-ocr-mail-orp-Lc-igp-wire-tts-tel ..... UFS
2 Minute Meditation—w-150-orp—A. Blake ..... SBP
Uncommon Conversations—S-900-ocr-igp—Philip Nobile ..... UNP
Under Twenty—5tw-250/500-mim—Kurt Lassen ... CF
Uri Geller Column—w-600-mim—Uri Geller ..... MCN
Vaughan At Large—3tw-800-ocr-orp-mim-Lc-mail-wire-tts-tel—Bill Vaughan ..... UFS
Vegetarian Activist News—m-1000-man-mail—Varies ..... VTN
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V.I.P.—sw-500-mim-ocr-tel-wire-telex—Maxine Cheshire ..... LAT
VIP Medical Grapevine—ind-500/1200-var-man—Ruth Nathan Anderson ..... VMG
Video Vignettes—w-2c5"-xerox—Marcia Michels .. AMF
VI People—4tw-600-mim-ocr-orp-Lc-mail-wire-tts-tel—Dan Lewis ..... UPI
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Voice of Freedom—w-700-mail-xerox—Marv Arthur ARU
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Washington Women—occ-600-min-ocr-orp-Lc-mail-wire-tts-tel—Dorothy Marks ..... WNS

Watch On Washington—w-1000-ocr—Clark Mollenhoff ..... RTS
Watch Your Language—w-400-mim—Lydel Sims ... CF
Weekend Chuckles—w-1c-mim-ocr ..... LAT
Weekly Short Stories—w-ps-qpt-orp—Misc. Authors OPS
Welch Medical Report—tw-500-ocr—Dr. William Welch ..... RTS
What Life Has Taught Me—w-500/1000-orp—Various celebrities ..... SBP
What's The Law—6tw-400-mim-ocr-orp-mail-Lc-wire-tts-tel—Jack Strauss ..... UFS
What's Your Problem?—w-500-mim-xerox—Linda Lawrence ..... RFS
Wheels—w-3500-mim—various ..... WSS
Where Is A Line—w-600-mail-orp—Bess Wallace .. TWN
Why Be Bored?—w-500-mim—Lillian Taylor ..... TAY
Why Grow Old?—d-500-igp-ilm-orp-ocr—Josephine Lowman ..... RTS
Wilkins Column—w-500-ocr—Roy Wilkins ..... RTS
Will Rogers Says . . .—5tw-varies-orp-ocr—Bryan Sterling ..... RTS
Wilson Column—tw-700-mim-ocr-wire—David B. Wilson ..... LAT
Wilson's Western Humor—w-600-mim ..... WWH
Win at Bridge—dexS-300-orp-ill-mail—Oswald & Jim Jacoby ..... NEA
Wine Connoisseur—w-700-mim-ocr—Robert Lawrence Balzer ..... LAT
Wine Primer—w-500-orp—Mark Pugner ..... TAG
Winning Ways—w-4c5"-mim—Charles Rehms .... REH
Wisdom in the Street—w-2c4"/2c6"-mim—Charles Rehms ..... REH
With A Smile—w-500-mail-orp—Jack Adler ..... TWN
Wits and Pearls—d/tw/w-250-xerox—Jill Carlyn .. CIT
Women's News Service—5tw-10,000-mim-ocr-lgp-orp Lc-mail-wire-tts-tel ..... WNS
Women's Wear Daily—5tw-var-orp-igp-mail ..... FA
Women's World—4tw-150-mim-ocr-orp-Lc-mail-wire-tts-tel—Iris Hartman ..... WNS
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Working Woman—2tw-600-ocr—Niki Scott ..... UNP
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You—w-700-mim-ocr—Ruth Winter ..... LAT
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You, Your Child and School—w-5tw-500-mim—David Nydick ..... DAN
You, Your Child and Sports—w-500-mim—David Nydick ..... DAN
Young and Healthy—3tw-500-mim-ocr-wire-telex-tel tt—Frank Falkner, M.D. ..... LAT
Young Hobby Club—dexS-275-ocr-orp-ilm—Robert Cleveland ..... CNF
Young Ideas—5tw-700-orp-Lc—Dick Young ..... CTN
Your Car—w-600-mim-ocr—Eugene Milmoe ..... LAT
Your Home—w-700-mim-ocr-ill—Caroline Murray . LAT
Your Sixth Sense—w-500-ocr—David Whitman Van Nuys ..... MAN
Your Retirement Dollar—w-Lc-ocr—Peter Weaver .. KFS
Your Very Own Lifestyle—w-3c5"-var-orp-man-ill-mail—Peggy Higgins ..... RBN
Your World—w-400-eod-mail—Charles Vance .... VAN
Youth Clinic—w-750-mim—Staff ..... TSS
Youthpoll America—w-800-ocr—Gordon Sabine, Ph.D. ..... CTN
Yvonne Braithwaite Burke Column—1tw-500-ocr mail—Yvonne Braithwaite Burke ..... CNS
Zane Grey's Best Short Stories & Books—w-ps-orp ..... OPS

12—COMICS

A Good Book To Read—d/w-500-man—Martin J. Ross ..... LAW
Airhawk—w-d-spv-orp-ill—B. Foley ..... SBP
Aladdin & Co.—dS-4c2"-orp-xerox—Jaime Diaz .. EMA
Alex In Wonderland—6tw-7½c2½"-orp-mail—Bob Cordray ..... CNS
Alley Oop—d-4c2⅛"-mat-orp-S-hps-tps-pt-hpt orp-mat—Dave Graue ..... NEA
Andy Capp—d-4c/5c-orp-mat-S-tps-hpt-qpt-orp-mat—Reggie Smythe ..... FNS
Animal Crackers—d-4c-mat-orp-S-ps-pt-hps-hpt-tps-tpt-qps-qpt-qph-sph-spv-mat-orp—Roger Bollen ..... CTN
Anonymous—dS-4c-orp—Fiebig & Prince ..... LAT
Apartment 3-G—d-4c/5c-orp-mat-S-hps-tps-pt-qph-orp-mat—Alex Kotzky ..... FNS
*Archie—d-4c-S-hps-tps-pt-hpt-qph-mat-orp ..... KFS
Astro*Graph—d-1c12"/3c4"-S-2c6"/4c3"-orp-tape-ill-mail-wire—Bernice Bede Osol ..... NEA
Baloney—d-1c2"/2c4"-mail-orp—Martin Duffy ... TWN
B.C.—d-4c/5c-orp-mat-S-hps-tps-pt-hpt-qph-orp-mat—Johnny Hart ..... FNS
*Barney Google and Snuffy Smith—d-4c-S-hps-tps-pt-hpt-qph-mat-orp—Fred Lasswell ..... KFS
Basil—dexS-4c-mat-orp—Gerry Lants ..... UNP
Beauty Illustrated—tw-4c2"-orp—Jennifer Anderson LAT
Bee Smart—w-4c2½"-orp—John Prinkey ..... FSF
*Beetle Bailey—d-4c-S-hps-tps-pt-qph-mat-orp—Mort Walker ..... KFS
Ben Hardy—w-hps-orp—Jim Baker ..... PIO
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Best of Press—w-½c-pt-orp—L. Hughes ..... EDC
***Big Ben Bolt**—d-4c-mat-orp—John Cullen Murphy KFS
***Blondie**—d-4c/5c-S-hps-tps-pt-mat-orp—Dean Young & Jim Raymond ..... KFS
Bobby—d-4c2½"-mat-orp—S. M. Iger ..... PF
Boomer—dS-4c2"-hps-tps-pt-qps-orp-mat—Bill Brown & Mel Casson ..... UFS
***Boner's Ark**—d-4c-S-tps-hps-pt-mat-orp—Addison (Mort Walker) ..... KFS
Brenda Star—d-4c-mat-orp-S-ps-pt-hps-hpt-tps-tpt-qps-qpt-qph-sph-spr-mat-orp—Dale Messick .. CTN
***Brick Bradford**—d-4c-S-hpt-tps-mat-orp—Paul Norris ..... KFS
***Bringing UP Father**—d-4c-S-hps-tps-pt-hpt-qph-mat-orp—Kavanagh-Fletcher-Camp ..... KFS
Broom-Hilda—d-4c-mat-orp-S-ps-pt-hps-hpt-tps-tpt-qps-qpt-qph-sph-spr-mat-orp—Russ Myers .. CTN
Brother Simon and Lucas—d-4c2"-mail-orp—Pedro R. Moreno ..... TWN
Bugs Bunny—d-4c2⅛"-mat-orp-S-hps-tps-pt-mat-orp—Ralph Heimdahl & Al Stoffel ..... NEA
Buster—d-4c2"-mail-orp—Aaron Bacall ..... TWN
***Buz Sawyer**—d-4c-mat-orp—Roy Crane ..... KFS
Campus Clatter—d-4c2⅛"-mat-orp-S-hps-tps-qps-pt-mat-orp—Larry Lewis ..... NEA
Capital Games—dS-4c-orp—James Stevenson ..... LAT
Cappy Dick—S-hps-hpt-tps-qps-mat-orp-ill—Robert Cleveland ..... CNF
***Captain and the Kids**—S-hps-tps-pt-hpt-orp-mat—John Dirks ..... UFS
Captain Easy—d-4c2⅛"-mat-orp; S-hps-tps-pt-hpt-mat-orp—Bill Crooks & Jim Lawrence .... NEA
Carnival—S-hps-tps-pt-hpt-mat-orp—Dick Turner . NEA
Casey—d-4c; S-ps-pt-hps-hpt-tps-tpt-qps-qpt-sph-spv-mat-orp—Charles Rodrigues ..... CTN
Catish—d-4c-mat-orp; S-ps-pt-hps-hpt-tps-tpt-qps-qpt-qph-sph-spv-mat-orp—Rog Bollen & Gary Peterman ..... CTN
Chris—d-4c2"-mail-orp—Pedro R. Moreno ..... TWN
Christmas Strip—sea-4c2¼"-orp-mat-ill—Babara Craig & Don Baur ..... NEA
***Christmas Strip**—dS-4c-mat-orp—Walt Disney .. KFS
Colonial Capers—d-4c2"-orp-mat—Joe Escourido .. UFS
Conchy—dS-4c2"-hps-hpt-tps-tpt-qph-orp-mat—James Childress ..... CHI
Corinth The Jeweler—d-4c2"-mail-orp—Kelly and Seymour ..... TWN
Cosgrove—d-3c2"-mail-orp—Martin Duffy ..... TWN
Deems—w-4c-mat-orp—Oka ..... SM
Dick Tracy—d-4c/5c-mat-orp; S-ps-pt-hps-hpt-tps-tpt-qps-qpt-sph-spv-mat-orp—Chester Gould .... CTN
***Dr. Kildare**—d-4c; S-tps-hpt; mat-orp—Ken Bald KFS
Doctor Proctor—d-4c2"-mail-orp—Eddie Germano . TWN
Doctor Smock—dS-4c2"-hps-tps-pt-qps-orp-mat—George Lemont ..... UFS
Donald Duck—d-4c; S-hps-tps-hpt-qph; mat-orp—Walt Disney ..... KFS
Dondi—d-4c-mat-orp; S-ps-pt-hps-hpt-tps-tpt-qps-qpt-qph-sph-spv-mat-orp—Irwin Hasen ..... CTN
Dooley's World—d-4c; S-hps-tps-pt-mat-orp—Roger Bradfield ..... KFS
Doonesbury—dS-d-4c; S-hps-tps-pt-mat-orp—Gary Trudeau ..... UNP
Dumplings—dS-4c2"-orp—Fred Lucky ..... LAT
Eb and Flo—dS-4c2"-hps-tps-pt-hpt-qps-mat-orp—Paul Sellers ..... UFS
Eek & Meek—d-4c2⅛"-orp-mat; S-hps-tps-qps-pt-orp-mat—Howie Schneider ..... NEA
Emmy Lou—dS-2c4¼"-hpt-pt-hps-tps-qps-orp-mat—Marty Links ..... UFS
Et Tu—6tw-4c-orp—Dan Harper ..... LAT
Fat Freddy's Cat—w-pt-orp-mail—Gilbert Shelton & Dave Sheridan ..... RIP
Ferd'nand—dS-4c2"-hps-tps-pt-hpt-qps-orp-mat—Dahl Mikkelsen ..... UFS
Figleaves—w-4c4"-orp—Greg Curfman ..... SAN
Figments—dexS-4c2"-mat-orp—Dale Hale ... LAT-MAN
Flamingo—d-4c2¼"-mat-orp—R. A. Roche ..... PF
***Flash Gordon**—d-4c; S-tps-hpt-mat-orp—Dan Barry ..... KFS
Flintstones—d-4c2¼"-orp-mat; S-hps-tps-pt-qps-orp-mat—Hanna-Barbera Productions ..... MCN
Frank and Ernest—d-4c2⅛"-orp-mat; S-tps-hpt-qps-orp-mat—Bob Thaves ..... NEA
Fred Bassett—d-4c/5c-orp-mat; S-tps-hpt-orp-mat—Alex Graham ..... FNS
Freddy—d-4c-orp-mat; S-tps-hpt-orp-mat—Rupe .. FNS
Friends And Romans—d-4c2⅛"-orp—Tom Isbell .. CFI
Front Page—w-400-mail-orp—Peter Menkin ..... TWN
Funky Winkerbean—d-4c/5c-orp-mat; S-tps-hpt-sph-orp-mat—Tom Batiuk ..... FNS
Funland—S-hps-tps-pt-hpt-qps-orp-mat—Art Nugent ..... UFS
Funny Fizzles—S-tps-qps-hpt—William Neller & James Molica ..... EF
Gabe and Loki—d-4c2"-mail-orp—Ross E. Bunch . TWN
Gahan Wilson Sunday Comics—S-tps-qps-ht-mat-orp-Gahan Wilson ..... RTS
Garth—d-4c-orp—Frank Bellemy ..... ITP
Gasoline Alley—d-4c-mat-orp-S-ps-pt-hps-hpt-tps-tpt-qps-qpt-qph-sph-spr-mat-orp—Dick Moores .. CTN
Gil Thorp—d-4c-mat-orp—Jack Berrill ..... CTN
Good Old Days-Antique Fair—w-3c3⅜"; S-4c5"-tps-hpt-orp-mat—Erwin L. Hess ..... UFS
Gordo—dS-4c2"-hps-tps-pt-qps-mat-orp—Gus Arriola ..... UFS
Grandpa's Boy—w-4c-mat-orp—Brad Anderson .... SM
Granny—d-4c-S-tps-hpt-sph-orp-mat—Werner Wjep-Olsen ..... FNS
Gran'pa Mac—d-4c2"-mail-orp—Jim McDaniels ... TWN
Great Atomic Aftermath & Fresh Fruit Festival—dS-4c-orp—James Schumeister ..... LAT
Grubby—4c-mat-orp—Warren Sattler ..... SM
***Gunner**—d-4c-mat-orp—Alfredo Grossi and Lucho Olivera ..... KFS
***Hager The Horrible**—d-4c; S-hps-tps-pt-hpt-qph-mat-orp—Dik Browne ..... KFS
Handy Family—1w-4c2¼"-orp—Lloyd Birmingham MCN
Hardpan—w-2"x8"-orp—I. Griswold ..... GRI
***Henry**—d-4c; S-hps-tps-pt-hpt-qph; mat-orp—John Liney and Don Trachte ..... KFS
***Hi and Lois**—d-4c; S-hps-tps-pt-hpt-qph-mat-orp—Mort Walker and Dik Browne ..... KFS
Holiday Preparedness—ind-var-color—Staff ..... NEA
Home Team—w-3¼"x3¼"-orp—Cliff Wirth ..... MCN
Hooray For Kids—w-hps-mail-orp—Shirlee Newman and Jean Corcoran ..... TWN
***Hubert**—d-2c-4c; S-hpt-tps; mat-orp—Dick Wingert ..... KFS
Inside Woody Allen—4c; S-hps-tps-qps-hpt-pt-mat-orp—Joseph Marthen ..... KFS
Jack Knife and T. Spoon—dexS-2c7¾"-orp-mat—Sarge O'Neill ..... SOU
Jackson Twins—d-4c-2½"-orp-mat; S-hps-tps-orp-mat—Dick Brooks ..... MCN
Jericho Jones—dexS-4c2⅛"-mat-orp—Stephen C. Graham and Kirk A. Luehrs ..... TFI
Jest For Laffs—d-4c2"-mail-orp—Audie Bransford TWN
Joe Navajo—d-1c2"/2c4"-mail-orp—Peter Garvey . TWN
Joe Palooka—dexS-4c¼"-orp-mat—Tony DiPreta MCN
John Dough—tw-spv-mat-orp—Susan Wyatt ..... MCF
***Johnny Hazard**—d-4c; S-hpt-tps; mat-orp—Frank Robbins ..... KFS
Johnny Wonder—S-hps-tps-pt-orp-mat—Dick Rogers ..... EF
Johnny Wonder—d-4c3"/2c6⅛"-orp-mat—Dick Rogers ..... EF
Judge Parker—d-4c/5c-orp-mat; S-pt-hps-tps-qph-orp-mat—Dr. N. P. Dallis & Harold Le Doux .. FNS
Jungle Jube O'Lee—d-4c2"-mail-orp-Woody Kimbrell ..... TWN
***Junior Whirl**—S-tps-hpt-color-ill-mat-orp—Hal Kaufman ..... KFS
Kelly & Duke—dS-d-4c; S-hps-tps-pt-qps-mat-orp—Jack Moore ..... UNP
Kerry Drake—d-4c/5c-orp-mat; S-hps-tps-qph-pt-orp-mat—Alfred Andriola ..... FNS
Kisses—dS-hps-hpt-tps-tpt-qps-qpt-mat-orp—Vivian Greene ..... KIS
Leonardo—dS-4c-hps-hpt-tps-tpt-qps-mat-orp—Phil Collins ..... ART
Leisurecrafts—w-500-mail-orp—Eunice Svinicki .. TWN
Li'l Abner—d-4c/5c-mat-orp; S-ps-pt-hpt-tps-tpt-qps-qpt-qph-sph-spv-mat-orp—Al Capp .... CTN
Lippy The Yippy—dexS-2c7¾"-orp-mat—Sarge O'Neill ..... SOU
Little Farmer—w-4c-mat-orp—Gern Pederson ..... SM
Little Green Man—dS-4c2"-orp-xerox—Jaime Diaz EMA
***Little Iodine**—S-tps-hpt-qph-mat-orp—Bob Dunn and Hy Eisman ..... KFS
Little Orphan Annie—d-4c/5c-mat-orp; S-ps-pt-hps-hpt-tps-tpt-qps-qpt-qph-sph-spv-mat-orp—Harold Gray ..... CTN
Little People Puz—dS-(d-2c4½"); (S-2c5½")-orp-mat—Leo White ..... UFS
Lolly—d-4c-mat-orp; S-ps-pt-hps-hpt-tps-tpt-qpt-qph-sph-spy-mat-orp—Pete Hansen ..... CTN
Louie—d-4c-mat-orp; S-ps-pt-hps-hpt-tps-tpt-qpt-qph-sph-spv-mat-orp—Harry Hanan ..... CTN
Lucky And Able—w-4c2"-mail-orp—Walter Pinter . TWN
Luther—6tw-4c-orp—Brumsic Brandon, Jr. ..... LAT
***Mandrake The Magician**—d-4c-S-hpt-tps-mat-orp—Lee Falk and Fred Fredericks ..... KFS
Mark Trail—d-4c/5c-orp-mat; S-hps-tps-pt-qph-orp-mat—Ed Dodd ..... FNS
Marmaduke—dS-2c-hps-tps-pt-hpt-qps-mat-orp—Brad Anderson ..... UFS
Mary Worth—4c/5c-orp-mat; S-hps-tps-pt-qph-orp-mat—Allen & John Saunders and Ken Ernst . FNS
Michael Brand—dexS-4c2¼"-orp—William Barry ..ADV
Mickey Finn—d-4c2¼"-orp-mat—Morris Weiss ... MCN
***Mickey Mouse**—d-4c; S-hps-tps-hpt-qph-mat-orp—Walt Disney ..... KFS
Minute Encyclopedia—dexS-4c2"-orp-xerox—Mario Bertolini ..... EMA
Miss Peach—d-4c-orp-mat; S-tps-hpt-sph-spv-qpv-orp-mat—Mell Lazarus ..... FNS
***Mr. Abernathy**—d-4c; S-tps-hpt-mat-orp—Ralson Jones and Frank Ridgeway ..... KFS
Moco—6tw-4c1¾"-orp—Mogenson and Cornelius .. LAT
Modesty Blaise—6tw-4c-orp—Peter O'Donnell .... LAT
Momma—d-4c-orp-mat; S-tps-hpt-sph-spv-qpy-mat-orp—Mell Lazarus ..... FNS
Moon Mullins—d-4c-mat-orp; S-ps-pt-hps-hpt-tps-tpt-qps-qpt-qph-sph-spv-mat-orp—Ferd Johnson .... CTN
***Moose Miller**—d-4c; S-tps-hpt-mat-orp—Bob Weber ..... KFS
Motley's Crew—d-4c; S-ps-pt-hps-hpt-tps-tpt-qps-qpt-qph,sph-spv-mat-orp—Ben Templeton and Tom Forman ..... CTN
Ms Augusta—dexS-4c-mat-orp—Angus McGill & Dominic Poelsma ..... UNP
Mutt & Jeff—dS-4c2¼"-orp-mat—Al Smith ..... MCN
***Nancy**—dS-4c2"/5c2⅜"-pt-hps-tps-hpt-qus-mat-orp—Ernie Bushmiller ..... UFS
Norbert—d-4c1¾"-orp—George Fett ..... UFS
***Nubbin**—d-4c-mat-orp—James Burnett and Henry Boltinoff ..... KFS
Occupant—d-4c; S-tps-hpt-mat-orp—Clifford Harris ..... KFS
Off The Record Page—S-hps-tps-pt-sph-qps-hpt-spv-mat-orp—Ed Reed ..... RTS
On Stage—d-4c-mat-orp; S-ps-pt-hps-hpt-tps-tpt-qps-qpt-qph-sph-spy-mat-orp—Leonard Starr ..... CTN
Our Boarding House—d-2c3¾"-orp-mat; S-hps-tps-pt-hpt-orp-mat—Les Carroll & Tom McCormick . NEA
Our Film Folk—fn-500-mim—Herbert G. Luft .... JTA
Out Our Way—S-hps-tps-pt-hpt-orp-mat—Ed Sullivan ..... NEA
Outcasts—dexS-4c2⅛"-orp—Ben Wicks ..... TSS
Panorama—w-700-mim—David Schfartz ..... JTA
Pat Buttram Sez—w-ips-orp-mail—Pat Buttram .. CAP
***Peanuts**—dS-4c1¾"/5c2⅛"-hps-tps-pt-hpt-qps-orp-mat—Charles M. Shulz ..... UFS
Perkins—dexS-4c1¾"-mat-orp—John Miles ..... RTS
Pistachios—d-ps-orp-ill—Sematones ..... SBP
Pilgrims—dexS-4c2⅛"-mat-orp—Stephen C. Graham and Kirk A. Luehrs ..... TFI
***Ponytail**—d/S-d-2c; S-tps-hpt-mat-orp—Lee Holley ..... KFS
***Popeye**—d-4c; S-hps-tps-pt-mat-orp—Bud Sagendorf ..... KFS
Pops—w-4c-mat-orp—George Wolfe ..... SM
***Pre-Columbian Mysteries**—dexS-4c2"-orp-xerox—Mario Bertolini ..... EMA
***Prince Valiant**—S-hps-tps-pt-mat-orp—Hal Foster ..... KFS
Priscilla's Pop—d-4c2⅛"-mat-orp; S-hps-pts-pt-mat-orp—Al Vermeer ..... NEA
***Professor Phumble**—d-4c-mat-orp—Bill Yates .. KFS
P.S.—S-qps-orp—Jack Wohl ..... LAT
Punk Rhymin—w-1c2"/2c4"-mail-orp—Larry Reed TWN
***Quincy**—d-4c-mat-orp—Ted Shearer ..... KFS
***Redeye**—d-4c; S-tps-hpt-qph; mat-orp—Gordon Bess ..... KFS
Rex Morgan, M.D.—d-4c/5c-orp-mat; S-hps-tps-pt-qph-orp-mat—Dr. N. P. Dallis, Frank Eddington, Marvin P. Bradley ..... FNS
Rick O Shay—d-4c-mat-orp; S-ps-pt-hps-hpt-tps-tpt-qps-qpt-qph-sph-spy-mat-orp—Stan Lynde ..... CTN
***Rip Kirby**—d-4c-mat-orp—John Prentice and Fred Dickenson ..... KFS
***Ripley's Believe It or Not**—d-2c; S-hpt-tps-qph-mat-orp ..... KFS
Rivets—d-4c-orp-mat; S-tps-hpt-orp-mat—George Sixta ..... FNS
Rube From Trube—d-4c2"-mail-orp—Phyllis Maxwell ..... TWN
Rural Delivery—w-4c-orp-mat—Al Smith ..... SM
Saddle Sores—d-4c2"-mail-orp—George Albitz ... TWN
Sandcastles—w-4c2"-orp—Gregg Curfman ..... SAN
Sandy Daily Comic—dexS-sph-orp-mat—James Unwin ..... HPS
Sargent MacDoogle—dexS-3c2¼"-orp—Rick Wilson ..... WLS
Sgt. Stripes . . . Forever—w-4c2"-orp-mat-mail—Bill Howrilla ..... SUB
***Scamp**—d-4c; S-hpt-tps-mat-orp—Walt Disney .. KFS
Scroogie—d-4c-mat-orp; S-ps-pt-hps-hpt-tps-tpt-qps-qpt-qnh-sph-spv-mat-orp—Tug McGraw & Mike Witt ..... CTN
***Secret Agent Corrigan**—d-4c-mat-orp—Al Williamson and Archie Goodwin ..... KFS
Short Ribs—d-4c1¾"/1c6½"/2c3¼"-mat-orp; S-hps-tps-qps-pt-hpt-mat-orp—Frank Hill ..... NEA
Small Society—dS-3c2"/4c2"-qps-4c3"-orp-mat—Morrie Brickman ..... WSS
Smith Family—dS-4c2"-tps-qps-orp-mat—George Smith ..... WSS
Snappy Grampy—d-1c2"/2c4"-mail-orp—Lyle Sterrett ..... TWN
Splitsville—dS-4c-hps-tps-hpt-orp—Mort Persky, Reynolds Dodson, Frank Baginski .. LAT
Sportsville—d-1c2"/2c4"-mail-orp—Thomas E. Moran ..... TWN
***Steve Canyon**—d-4c/5c; S-hps-tps-pt-qph-mat-orp—Milton Caniff ..... MIL
Steve Canyon—d-4c/5c-mat-orp; S-hps-tps-pt-mat-orp—Milton Caniff ..... FNS
Steve Roper—d-4c/5c-orp-mat; S-hps-tps-pt-qph-orp-mat—William Overgard & Allen and John Saunders ..... FNS
Sugar—d-4c2⅛"-orp—Robert Gill ..... CFI
Super Kat—d-4c-mat-orp—W. L. Harper ..... PAL
Super Kat—d-7c4"-orp-mail—William L. Harper ..... TWN-ICF
Tad McBrad—dS-d-4c; S-hpt-hps-tps-pt-qps; mat-orp—Fred Altiere ..... UNP
Tank McNamara—dS-d-4c; S-hps-tps-qps-hpt; mat-orp—Jeff Millar & Bill Hinds ..... UNP
***Tarzan**—dS-4c2"-hps-tps-pt-orp-mat—Edgar Rice Burroughs ..... UFS
The Astronits—d-4c2"-orp—Pat Anderson ..... AND
The Barnstormers—dexS-1c2"/2c2"-mail-orp—Frank Tabor ..... TWN
The Better Half—S-qps-sph-spv-pt-hpt-tps-mat-orp—Ruth Barnes ..... RTS
The Born Loser—d-4c2⅛"-mat-orp; S-hps-tps-qps-pt-orp-mat—Art Sansom ..... NEA
The Bosleys—w-4c4½"; S-hpt-tps-orp-mat—John Stees ..... UFS
The Chargers—dexS-4c2"-mail-orp—Ross E. Bunch ..... TWN
The Circus of P. T. Bimbo—d-4c2⅛"-orp-mat; S-hps-tps-qps-pt-orp-mat—Howie Schneider ..... EF
***The Dropouts**—dS-4c2"-pt-hps-tps-qps-orp-mat—Howard Post ..... UFS
The Fabulous Furry Freak Brothers—w-pt-orp-mail—Gilbert Shelton & Dave Sheridan ..... RIP
The Family Circus Daily—d-2c3"-orp-mat—Bill Keane ..... RTS
The Family Circus Page—S-5ps-hpt-qps-mat-orp—Bill Keane ..... RTS
***The Flop Family**—d-4c-mat-orp—George O. Swanson ..... KFS
***The Genius**—d-4c; S-tps-hpt-mat-orp—Oldden .. KFS
The Hawk—d-4c2½"-mat-orp—Rod Maxwell ..... PF

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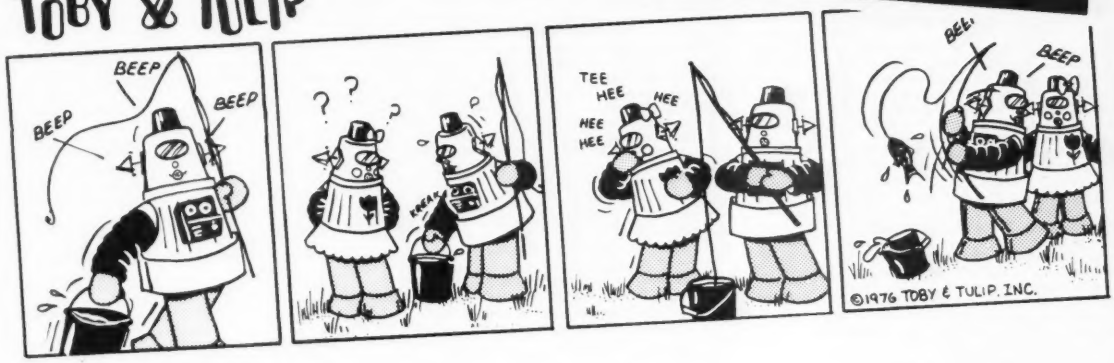
MEET AMERICA'S NEWEST, MOST UNIQUE FAMILY COMIC STRIP . . .

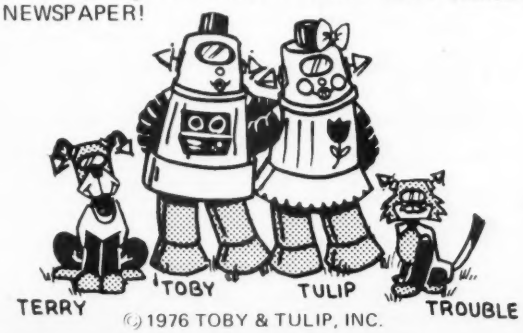
TOBY & TULIP

by Charlie Folds and Wayne Chandler



TOBY THE ROBOT, a proven success as a South Florida TV favorite on the Miami Herald Sunday Funnies (WCKT Channel 7 Miami) joins TULIP, America's first lady robot, in a clever new comic strip aimed right at your young readership. Together, TOBY & TUL'P, a couple of innocent-looking garbage can robots, stumble their way into the hearts of America. Later s ps will feature a fun-loving canine robot, TERRY, a mischievous feline robot, TROUBLE, and a complete cast of characters. BUILD FAMILY CIRCULATION with this fun, different, and warm strip.

TOBY & TULIP was created by Charlie Folds and Wayne Chandler who combine their 25 years of award-winning children's program experience with a nationally recognized cartoonist to bring this colorful comic strip to life. Full assistance by Folds and Chandler with promotion ideas, appearances, etc. National merchandising of character related items available soon. SUCCESS IS TOBY & TULIP in YOUR NEWSPAPER!



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AVAILABLE SEPTEMBER 12TH (D&S)

FOR SAMPLES CALL COLLECT:

Charlie Folds – Wayne Chandler
(305) 541-2507

TOBY & TULIP INC.
3041 N.W. 7th Street Suite 101
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CLASSIFICATIONS OF FEATURES

*The Heart Of Juliet Jones—d-4c; S-hpt-tps-qph-mat-orp—Stan Drake ..... KFS
The Hollywood Dream Factory—w-700-man—Sandra Sherey ..... PRI
*The Katzenjammer Kids—S-tps-hpt-mat-orp—Joe Musial ..... KFS
*The Little Women—d-1c/2c; S-hpt-tps-mat-orp—Don Tobin ..... KFS
*The Lockhorns—d-2c; S-tps-hpt-mat-orp—William P. Hoest ..... KFS
The Nerds—occ-pt-orp-mail—Gilbert Shelton & Dave Sheridan ..... RIP
*The Phantom—d-4c; S-hps-tps-pt-hpt-qph-mat-orp—Lee Falk and Seymour Barry ..... KFS
The Ryatts—d-4c/5c-orp-mat; S-hpt-tps-orp-mat—Jack Elrod ..... FNS
The Small Society—d-3c/4c; S-tps-hpt-color-4 col.-bl.-mat-orp—Morrie Brickman ..... KFS
The Smith Family—dS-4c2"-tps-mat-orp—Mr. & Mrs. George Smith ..... MIL
The Sons of Liberty—dexS-4c2"-orp—Richard Lynn ..... LYN
The Virtue of Vera Valliant—dS-4c-hps-tps-hpt-orp—Stan Lee and John Duscema ..... LAT
The Wizard of Id—d-4c/5c-orp-mat; S-hps-tps-pt-qph—Brant Parker & Johnny Hart ..... FNS
Theater Of the Absurd—w-3c7"/4c6"-600-mail-orp—Ken Westphal and Bill Wald ..... TWN
Theatre And Art-USA—m-800/1000-man—Lillian Africano and Elisabeth Stevens ..... PRI
*There Oughta Be A Law—d-3c3¾"-S-hps-tps-qps-hpt-pt-orp-mat—Whipple & Borth ..... UFS
*They'll Do It Every Time—dS/d-2c; S-tps-tps-tp-mat-orp—Bob Dunn & Al Sea uto ..... KFS
This Week In Astrology—S-hps-tps-tp-qps-orp-mat—Bernice Bede Osol & Elmarine Hanratty ..... NEA
Those Were The Days—w-4c-mat-orp—Art Beeman . SM
Thumbnails—6tw-2c-orp-mail—Bob Englehart .... CNS
Tid-Bits—d/w-1c2"/2c4"-mail-orp—Charles H. Dennis ..... TWN
*Tiger—d-4c; S-tps-hpt-qph-mat-orp—Bud Blake . KFS
*Tim Tyer's Luck—d-4c-mat-orp—James R. Young. KFS
T.J.—d-4c2"-mail-orp—Clint Harman ..... TWN
Toby & Tulip—d-4c2"-orp-mat; S-hps-tps-orp-mat—Charlie Folds & Wayne Chandler ..... TTI
Tornado—sea-4c2¼"-orp—Rick Wilson ..... WLS
*Treasury of Classic Tales—S-hps-tps-pt-mat-orp—Walt Disney ..... KFS
*Trudy—ds/d-2c; S-tps-hpt-mat-orp—Jerry Marcus KFS
Tumbleweeds—d-4c; S-tps-hpt-qph-mat-orp—Tom K. Ryan ..... KFS
Twitch—w-4c-mat-orp—How Rands ..... SM
Uncle Charlie—d-4c2"-mat-orp—Peter Laing ..... MIL
Uncle Charlie—dexS-1c1"-mat-orp—Peter Laing .. WSS
U—Nutty Nations—d-4c2"-mail-orp—Tom Kukic . TWN
*Veronica—dS-3c2"-orp-xerox—Jorge Guardia .... EMA
Ward'n Gord—w-4cx2¾"-orp—Paul E. Ticknor .. WNG
Wee Pals—d-4c; S-tps-hpt-mat-orp—Morrie Turner ..... KFS
Weekly Page of Features—w-pt-2hps-orp-mat ..... SM
Winnie Winkle—d-4c-mat-orp; S-ps-pt-hps-hpt-tps-tpt-qps-qpt-qph-sph-spv-mat-orp—Max Bibber & Henry Raduta ..... CTN
Winthrop—d-4c2⅛"-mat-orp; S-hps-tps-pt-mat-orp—Dick Cavalli ..... NEA
Wonders Of Wildlife—d-5¾"-orp-mail ..... LOV
Woodsies—d-4c2"-mail-orp—Robin ..... TWN
Wordsmith—dS/d-4c; S-hpt-hps-tps-pt-qps; mat-orp—Tim Menees ..... UNP
Yankee Doodles—dS-hpts-tps-orp-pt-hpt; Group X—Don Kracke, Benjamin Templeton, F. W. Martin .LAT
Yogi Bear—S-hps-tps-pt-qps-orp-mat—Hanna-Barbera Productions ..... MCN
Zodiyaks—w-4c2½"-orp—John Prinkey ..... FSF
Zoonies—d-2c3"-mat-orp; S-tps-qps-hpt-orp-mat—Craig Leggett ..... EF

CULTURAL

Art, Entertainment, Literature Poetry, Theatre
(See Columns—Classification No. 11)

13—EDITORIAL (TEXT)

A Conservative View—3tw-750-min—James J. Kilpatrick ..... WSS
A Good Book To Read—d/w-500-man—Martin J. Ross ..... LAW
A Good Idea—m-450-man—Mike LeFan ..... LEF
A Presidential Nation—cont-1,000-ocr-mim—Joseph Califano ..... LAT
Affairs Of State—5tw-2ps-orp-mail—Fred W. Kline & Jerry Goldberg ..... CAP
An Editor's Outlook—w-700-mim-ocr—Jenkin Lloyd Jones ..... LAT
Art Buchwald—tw-700-ocr-mim-wire-tt-tel-tape-telex—Art Buchwald ..... LAT
At Large—sw-750-wire-mail—Ellen Goodman ..... WPW
Behind the Scenes at the United Nations—w-spv-var-mim—David Horowitz ..... WUP
Between the Lines—w-650-xerox—Edith Kermit Roosevelt ..... ROO
Black News Report—d&w-10,000-mim-tt-telex—Staff ..... BPS
Bob Bishop Illustrated—4tm-7x7"-orp—Bob Bishop ..... SAW
Book Marks—tw-1,000-Lc-igp-ocr-orp—Mid Paulus MCF
By No Means Neutral—w-600-mim-ocr-wire-tt-telex—Ernest B. (Pat) Furgurson ..... LAT
California Journal—w-500-xerox-mail—Ed Salzman WWF
Canadian Comment—w-500-orp-mat-mail—Peter Ward ..... SUB
Capital Fare—dex. sat. & S-600-mim—Andrew Tully ..... MCN
Carl Rowan—tw-800-wire-ocr—Carl T. Rowan .... FNS
Christian Science Monitor News Service—5tw-var-igp-orp-ocr ..... RTS
Commentary—tw-500-mim-ocr-wire-tel-tt-telex-Zan Thompson ..... LAT
Cromley Washington Column—3tw-700-ocr-tape-orp-mail-wire—Ray Cromley ..... NEA
Dalton Camp—w-700-mim—Dalton Camp ..... TSS
Dateline: U.N.—w-750-mim-ocr-orp-Lc-mail-wire-tts-tel—Louis Halasz ..... NANA
David Broder Column—sw-850-wire-mail—David S. Broder ..... WPW
Dennis Warner Column—w-500-ocr—Dennis Warner RTS
Diplomatic Pouch—occ-var-telex-mail—Various authors ..... FRY
Economic Impact—sw-850-wire-mail—Hobart Rowen ..... WPW
Editorial Service—tw-1300-mim-mail—Staff ..... TAB
Editorials—w-1c15"-orp—Edward H. Sims ..... EDC
Etc. & P.S.—eom-300-man—Irma Ganz Miller .... SA
Evans Column—tw-700-mim-ocr-wire—M. Stanton Evans ..... LAT
Everybody's Business—tw-1500-ocr-orp-Lc-mat—John D. Paulus ..... MCF
Everyday Editorials—5tw-1,800-mim—Monte F. Bourially and Staff ..... GLS
Fighting Crime—w-800-orp-tape-ocr-ill-mail-wire—Tom Tiede ..... NEA
Foreign Editors Say—fn-800-mim ..... AWP
Frank van der Linden—3tw-850-m'm-ocr-orp-mail-Lc-wire-tts-tel—Frank van der Linden ..... UFS
Gemini News Service—2tw-var-mim ..... ITP
George Will Column—sw-750-wire-mail—George F. Will ..... WPW
Georgie Anne Geyer Column—tw-600-mim-ocr-wire-tt-telex-tel—Georgie Anne Geyer ..... LAT
Government Contract Administration—5tw-500-mim—Porter B. Williamson ..... MSC
Gus Tyler—3tw-600-mail-mim-Lc-orp-ocr-wire-tts-tel—Gus Tyler ..... UFS
Harriet Van Horne Column—tw-700-mim-ocr—Harriet Van Horne ..... LAT
Hayakawa Column—w-750-ocr—S. I. Hayakawa .. RTS
Heads & Tails—w-300-orp—Robert Taylor ..... ESC
Henry J. Taylor—3tw-800-mim-ocr-orp-mail-Lc-wire-tts-tel—Henry J. Taylor ..... UFS
Holiday Preparedness—ind-var-color—Staff ..... NEA
Holmes Alexander Column—dexSat. & S-600-mim—Holmes Alexander ..... MCN
Human Behavior Report—3tw-500-ocr—Staff .... MAN
If It Fitz—tw-500-mim-ocr-wire-telex—Jim Fitzgerald ..... LAT
In Washington—tw-600-mim-ocr-telex-wire—Ron Hendron ..... LAT
In The Public Interest—w-750-ocr—Ralph Nader . RTS
Inside Report—5tw-800-wire-ocr—Rowland Evans & Robert Novak ..... FNS
Inside Washington—tw-800-ocr—Robert S. Allen . FNS
Interpretive Report/Worldview—2tw-750-ocr—Stanley Karnow ..... RTS
It's My Opinion—2tw-500-mim—Irene Corbally Kuhn ..... CF
Jack Anderson's Weekly Special—w-800-orp-ocr-mim-Lc-mail-wire-tts-tel—Jack Anderson ..... UFS
Janeway Capsule—5tw-100-wire-tt—Eliot Janeway ..... CTN
Janeway Economic Service—3tw-800-ocr—Eliot Janeway ..... CTN
Jim Brewer And The World—w-500-mim-mail—Jim Brewer ..... RCH
John Dough—tw-spv-mat-orp—Susan Wyatt ..... MCF
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J. F. terHorst—tw-600-ocr—J. F. terHorst ..... UNP
Judith Randal—w-750-man—Judith Randal ..... PRI
Knight News Wire—7tw-var-wire ..... CTN
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*Latin-American View—w-600-ocr-xerox-mail—Arturo Uslar-Pietri ..... ALA
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*Latin View of the U.S.—w-600-ocr-xerox-mail—Carlos A. Montaner ..... ALA
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London Sunday Mirror News Features—w-var-mail-Lc-igp ..... ITP
London Sunday People Features—w-var-mail-Lc-Igp ITP
Louis Rukeyser Column—3tw-700-min—Louis Rukeyser ..... MCN
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Lubor J. Zink—w-600-mim—Lubor J. Zink ..... SUN
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Mary McGrory—3tw/S-750-mim-wire—Mary McGrory ..... WSS
Max Lerner Column—tw-700-mim-ocr-wire-telex-tt—Max Lerner ..... LAT
Max Rafferty Column—sw-600-ocr-mim-telex-tel-tt—Max Rafferty ..... LAT
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Norton Mockridge—5tw-750-mim-ocr-orp-Lc-mail-wire-tts-tel—Norton Mockridge ..... UFS
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Op Ed—occ-var-orp-tape-ocr-mail-wire—Various Authors ..... NEA
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People and Values—tw-600-ocr—Andrew Greeley . UNP
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Psychedelic Living—tw-500-mim-ocr-ill-wire-tel-tt-telex—Philomeme Resnikoff ..... LAT
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14—EDITORIAL CARTOONS

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Blaine—3tw-3c/4c-orp—Blaine ..... MIL
Broadsides—6tw-1c2¼"/1½"c2¾"-orp—Charles Barsotti ..... LAT
Buescher Editorial Cartoons—6tw-2c/3c-mat-orp—Alfred J. Buescher ..... KFS
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Cartoons—5tw-3c/4c-orp-mail—Doug Borgstedt .... CNS
Cartoons—4tw-3c-orp-mail—Ralph Yoes ..... CNS
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Caucus—w-4c6"-orp-mail—Hugo ..... WWF
Celebrities Laugh—w-qpt-orp-ill—Misc. Cartoons .. OPS
Celebrities Speak—w-qpt-orp-ill—Misc. Authors ... OPS
Christian Science News & Photo Service—5tw-var-igp-orp-ocr ..... RTS
Country Parson—dexS-1c4"-mat-orp—Frank Clark . RTS
Crawford's Cartoon—2tw-3c6¼"-orp—Bill Crawford ..... NEA
Did You Know?—d/w-600-mail-orp—Ed Wilkins .. TWN
Don Wright—4w-7c4"—orp ..... NYT
Donato Daily—tw-3c7½"-orp-mat—Andy Donato . SUN
Donato Weekly—1tw-orp-mat—Andy Donato ..... SUN
doors—3tw/w/m-orp-mat—Woodie Hall ..... LEF
Doug Wright—2tw-5c-orp—Doug Wright ..... MIL
Ed Fischer Editorial Panel—dexSat/S-3c6"-orp-mat—Ed Fischer ..... MCN
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Editorial Cartoon—w-3c5"/2c3½"-orp-mat-ill—Staff ..... CSP
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Elderman—eod-spv-orp-mat—Roy Elderman ..... MCF
Et Tu—6tw-4c-orp—Dan Harper ..... LAT
Faces In The News—d-½c2"/1c3½"-igp-mat-mail—Frank C. Murphy ..... DIS
Feiffer Cartoons—w-5c/6c-orp-mat—Jules Feiffer .. FNS
Fischetti—dexSat.-3c/4c-orp-mat—John Fischetti . FNS
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Gene Basset—5tw-4c4¼"/3c3¼"-orp—Gene Basset ..... UFS
Georgia Editorial Cartoon—w-3c-orp-mail—Boyd .. MOR
Grant Cartoon—5tw-3c7"-orp—Lou Grant ..... LAT
Graphic Commentary—w-4cG"-igp—Francis Brennan ..... NIE
Graysmith—tw-4c6"-igp—Robert Graysmith ..... CHR
Haynie Cartoon—5tw-3c8"-orp—Hugh Haynie .... LAT
Henrikson Editorial Cartoon—w-3c6"-orp—Arthur A. Henrikson ..... HEN
Herblock—dexSat.-2c/3c-orp-mat—Herbert L. Block FNS
Hesse Cartoon—5tw-3c6½"-orp—Don Hesse ..... LAT
Houston, C. P.—5tw-3c6"/2c4"-mat-orp—Clyde Peterson ..... RTS
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Interlandi Cartoons—5tw-2c4"-orp—Frank Interlandi ..... LAT
Jorgy Cartoons—4tw-4c4¾"-orp-mail—Bruce Jorgensen ..... IND
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Lansky's Look—dexS-1c/2c-mat-orp—Bernie Lansky UNP
Local Editorial Cartoons—w-2c4"/3c6"-orp—Jerry Alexander ..... ALX
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National Cartoon—w-2c/3c-orp-mail—David Boyd & Gus Wood ..... MOR
Notes on the News—dexS-1c2⅞"-orp-mat-mail—Charles D. Pearson ..... PEA-MIL
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Rodewalt—3tw-4c-orp—Vance Rodewalt ..... MIL
Ron Cobb Editorial—w-7"x7"-orp—Ron Cobb .... SAW
Roschev Editorial Cartoons—3tw-4c6"-mat-orp—Roschev ..... TSS
Sanders—5tw-3c-mat-orp—Bill Sanders ..... FNS
Sew Simple—w-500-ilm-ocr-orp—Eunice Farmer .. RTS
Sidebarbs—w-4c1-orp-mat—Clyde Peterson ..... RTS
Small Society—dS-3c2"/4c2"/4c3"-qps-orp-mat—Morrie Brickman ..... WSS
Sneyd Political Cartoons—5tw-2c3½"-mat-orp—Doug Sneyd ..... TSS
Stampede—2tw-2c6"-ps-orp-mail—Jerry Palen ... KSF
The Small Society—d-3c-4c; S-tps-hpt-color 4c-bl.-Morrie Brickman ..... KFS
The Appar Cartoon—tw-4c5"-orp—Garry Apgar .. HIG
The Bureaucrats—2tw-3c5"-orp-mail—Jim Knudsen CNS
Theater Of The Absurd—w-3c7"/4c6"-600-mail-orp—Ken Westphal and Bill Wald ..... TWN
Thounhts of Man—d-1c/1½c-mat-orp—William Summers & Jim Ivey ..... CTN
Tom Darcy Cartoon—5tw-3c7"-orp—Tom Darcy .. LAT
Tony Auth Cartoons—tw-var-ill—Tony Auth ..... WPW
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(See "Environment" No. 14B)

14A—EDUCATION

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Gossiping With Doris Lilly—w-500-orp—Doris Lilly MCN
Holiday Preparedness—ind-var-color—Staff ..... NEA
Hollywood Beat—w-800-2c10"-xerox-mail—Bill Lane ..... WOR
How To Be a Better Manager—w-500/var-mim-man-orc-Lc-mail—Whitt N. Schultz ..... KNF
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Inside TV—w-400-orp—Joey Sasso ..... MCN
Johnny Wonder—d-4c3"/2c6⅛"-orp-mat; S-hps-tps-pt-mat-orp—Dick Rogers ..... EF
Knight News Wire—7tw-var-wire ..... CTN
Let's Do It Together—w-750-man—Dr. Dorothy Rubin ..... PRI
Let's Make—w-2c4"-orp—Ben Corey ..... HAR
Lost Capitols—w-200-mail-orp—Ruth Gash Taylor TWN
Nothing But The Truth—w-2c-orp-mat—Russ Arnold ..... SM
Other Places Other Times—w-600-mail-orp—Thomas Riley ..... TWN
PBS In The Spotlight—w-3c10"-orp—TV Compulog TVC
Stranglehold Of The IQ—ind-bl (1 to 7 parts)-xerox-mail—Benjamin Fine ..... DDS
Teen Scene—dexS-1c3"-orp—Ben Corey ..... HAR
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The Spoiler—3tw-2c6"t-orp—Stephen C. Graham and Kirk A. Luehrs ..... TFI
To Pick Up A Dull Conversation—w-250-mail-orp—Richard Bauman ..... TWN
Uri Geller Column—w-600-mim—Uri Geller .... MCN
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Who Started It?—w-250-mail-orp—Dorothy Liermark ..... TWN
Why We Say—6tw-1c-orp—Bob Morgan & Pete Hoffman ..... LAT
Wisdom In The Street—w-2c4"/2c6"-mim-Charles Rehms ..... REH
Words In The News—w-50/100-mail-orp—M. J. Saperstein ..... TWN
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Mr. Crabtree—w-3c5"-orp ..... ITP
Newsfeatures—2tw-850-mim-igp-ocr-orp-wire-mail-Staff & Contributors ..... ESN
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Our Environment—S/w-750-mim-ocr—Edward Flatteau ..... LAT
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Science In The News—cont-occ-ind-300/500-ps-pt-var-man-xerox-igp-mail—Varies ..... AUN
Speaking of Science—w-400-mim—Jim Murphy .. UNI
The Mother Earth News—tw-700-ilm-orp-ocr—John Shuttleworth ..... RTS
The Nature of Things—dexS-2c5"-mat-orp—Geo. Wheeler & Phil Evans ..... WHE
Vegetarian News—m-2000-man-mail—Var. ..... VTN
Weather—w-1/3c-pt-orp—Staff ..... EDC

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(See Gardening—Classification No. 19)

15—FASHIONS

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Beauty Tips from Hollywood—w-500-orp—various show business personalities ... SBP
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Sew With Flair—w-500-ocr-ill—Sandra Betzina ... CHR
Sewing Sense—w-400-mim-ill—Eleanor Lee ... CF
Stitchin' Time—w-500-orp-tape-ocr-ill-mail-wire—Judy Love & Joanne Schrieber ... NEA
The Fashion Strip—w-100-igp—Ethel Burge ... BUR
The Stage of Fashion—w-500-mail-orp—Regina Carrol and Others ... TWN
What Next—3tw-1cvar-orp-ill—Paul Hamlin ... SPS
Your Fashion Image—w-2c5"-xerox—Charlotte Wilkinson ... YFI

FINANCIAL
(See "Business"—Classification No. 7)

16—FICTION

A Good Book To Read—d/w-500-man—Martin J. Ross ... LAW
Best Sellers (Fiction & Non-Fiction)—w-hps-pt-orp/book form—various authors ... SBP
Bob Bishop Illustrated—4tm-7"x7"-orp—Bob Bishop SAW
Books-into-Serials—cont-occ-var-man-mim—various authors ... CHA
Christmas Stories—w-250/2,000-orp—various authors ... SBP
Daily Short Story—d-ps-orp-ill—misc. authors ... OPS
Double Take—3tw-500-orp—Gerald Nachman ... CTN
Famous Short Stories—w-250/2,000-orp—Various Authors ... SBP
Love Story—6ty-600-mail-orp—Faye Engler ... TWN
Two-Minute Mystery Series—cont.-350-mim—Donald J. Sobol ... TM
Zane Grey's Best—w-ps-orp—Short Stories & Books OPS

17-FILLERS

A. Ppalling Definitions—w-5/15-mail-orp—A. Ppalling ... TWN
According To Guinness—dexS-50-ocr—Norris and Ross McWhirter ... UNP
Anagrams—6tw-150-mail-Lc-mim-ocr-orp-wire-tts-tel UFS
Army Funnies—w-var-man—Buddy Basch ... BAS
Ask Aunt Madge—dS-var-xerox-mail—Mary Madge Saksena ... ASK
Barbs—dexS-1c-var-orp-ill—Phil Pastoret ... NEA
Better Filler Service—w-40 items (2-7 lines), 10/35-orp—M. H. Smith, Mgr. ... BFS
Between Us Girls—d-1c1"-xerox ... AF
Bicentennial Facts—5tw-1c-var-orp-ill-mail—World Almanac Staff ... NEA
Biochart—dS-20/30 picas-orp—Ken Michaels ... SUN
Briefs—w-½c-pt-orp—Staff ... EDC
Bureaucratic Bumblings—w-mail-orp—Stu Pidity .. TWN
BureauCrazy Is—d/w-100-mail-orp—A. Ppalling ... TWN
Candle and Mirror—dS-50-mim—Fred Dodge ... MM
Celebritee-Hees—w-var-man—Buddy Basch ... BAS
Column Closers—dexS-var-orp—Staff ... NEA
Comic Dictionary—dS-10-ocr—Evan Escar ... RTS
Continental Diary—w-900-mim-ocr-orp-Lc-mail-wire-tts-tel—Noel Anthony ... NANA
doors—3tw/w/m-orp-mat—Woodie Hall ... LEF
Fillers—w-mail-orp—Mary Wallis ... TWN
Fillers—cont-var-xerox-mail—Sanford Payne ... PAY
Fillers—d/w-100-mail-orp—Violet B. Rourke ... TWN
Flashback Calendar—dS-1c1¼"-orp ... AF
For A. Ppalling Questions And Answers—w-10/25-mail-orp—A. Ppalling ... TWN
Fun Fillers—w-500/700-Lc-mail—Dennis Cleary ... DEN
Glasserfied Directory—m-var-mim—Selma Glasser ... GLA
Golden Gleams—w-¼c-pt-orp—L. Hughes ... EDC
Grab Bag—d/tw/w-250-xerox—Fred Philox ... CIT
Happy Gardener—w-300-orp ... MCN
Help Police!—w-var-man—Buddy Basch ... BAS
Heroine For A Day—w-var-man—Frances Scott ... BAS
Historical Fillers—1tw-600-orp-mail ... CNS
Home Game—w-300-orp—Virginia Truax ... MCN
Humoresque—w-100-mail-xerox—Don Alexander ... ARU
Idea Chaser—d-1c2½"-orp-mat—Jerry Langell ... AF
If Your Name Is . . .—w-470-mim-xerox—Ann Reynolds, Ph. D. ... RFS
Infernal Revenue—w-mail-orp—I. R. Ess ... TWN
Ladies First—1tw-900-mim-ocr-orp-Lc-mail-wire-tts-tel—Trixie Belmont ... WNS
Laughable Laws—w-1c2"/2c4"-mail-orp—Lee Gall .. TWN
Let's Make—w-2c4"-orp—Ben Corey ... HAR
Lines To Gag On—w-15/50-mail-orp—A. Ppalling and Mickey McTague ... TWN
Liberation Legislation—w-mail-orp—Libby Ration .. TWN
Medicine Chest—w-250-orp—H. Boswell York, R. Ph. MCN
Miller's Fillers—w-1c/2c-orp-mail—Kirk Miller ... MOR
Movie Quiz—dS/w-50/150-man-ocr-xerox—Edmund Midura ... MID
Name Game—w-4/10-mail-orp—Carl Sloan ... TWN
Nit Wit—dS-var-man-mail—Robert Thornton ... THF
Nostalgia Quiz—dS/w-50/150-man-ocr-xerox—Edmund Midura ... MID
Notes, Comment—w-1c-pt-orp—Staff ... EDC
Now You Know About—dexS-50-tt—Staff ... UPI
Otto Sez—dS-1c1"-mim—Frank Nickens ... HPS
Orben's Comedy Fillers—m-4 8½"x11" ps-orp-mail-Robert Orben ... COC
Penny Thoughts—d-1c3"-mat-orp—Michael Fortuna & Jackie Spears ... AF
People Pomes—cont-var-xerox-mail—Alan Caruba ... INP
Petunia—dexS-1c2"-orp-mat—Bishop Braken ... WSS
Poem Lines—w-var-man-mail-xerox—N. A. Kirk ... KIR
Pot Luck—w-100-mail-xerox—Don Alexander ... ARU
Quote/Unquote—w-var-orp-ill-tape-ocr-mail-wire—various ... NEA
Real Names/Reel Names—w-var-man—Buddy Basch BAS
Rhyme Power—cont-var-mim-mail—various ... PAU
Robert's Rules—dS-var-man-mail—Robert Thornton THF
Science Briefcase—w-800-mim-ocr-orp-wire-mail—Staff ... ESN
Senator Soaper—6tw-100-mim-ocr-orp-Lc-mail-wire-tts-tel—Bill Vaughan ... NANA
Short Fillers and Headed Fillers—m-5,000-mim-mail—Staff ... ROB
Short Takes, Col. Closers—w-200-orp-mat-mail—Staff ... SUB
Shorts—dexS-var-orp—Staff ... NEA
Shorts & Fillers—w-ps-orp—Staff ... APN
Snappy Filler Service—w-ps/5c-Lc-orp-mail—Staff .. SFS
Sports Quiz—d/S/w—500/150-man-orc-xerox—Edmund Midura ... MID
Stampquiz—d/S/w-50/150-man-ocr-xerox—Edmund Midura ... MID
Strictly Fresh—w-200-orp-mat-mail—Staff ... SUB
Sugar and Spice—d-30-mim—Elinor K. Rose ... AF
Teen Scene—dexS-1c3"-orp—Ben Corey ... HAR
The Best of the Week—w-var-orp ... AMW
The Illiterate Journal—occ-var-xerox-mail—S. Clem Payne ... PAY
The Poet of The People—dexS-75-mim—Edgar A. Guest ... WSS
The Wit and Wisdom Of Ordinary People—w-15/50-mail-orp—A. Ppalling ... TWN
This Book Was Put Together By A Committee—w-10/15-mail-orp—various ... TWN
This Day In History—7tw-Lc ... KFS
This 'n That—w-450-orp-mat-mail—Barbara Allison SUB
Thoughts—dexS-1c/var-orp-tape-ocr-mail-wire—Various ... NEA
Thumb Nail Sketches—ind-var-xerox-mail—Sanford C. Payne, Jr. ... PAY
Timeless Fillers—1tw-600-orp-mail ... CNS
Timeless Tidbits—w-var-orp ... AMW
Todays Talk—dexS-200-mim—George Mathew Adams WSS
Travelnotes and Anecdotes—d/tw/w-250-xerox—Jill Carlyn ... CIT
Trivia Test—d/S/w-50/150-man-ocr-xerox—Edmund Midura ... MID
Trivia Trips—w-500/700-Lc-mail—Al Sims ... DEN
TV Quiz—d/S/w-50/150-man-ocr-xerox—Edmund Midura ... MID
Washington Notes & News Notes—w-2c-pt-orp—L. Hughes ... EDC
What's Your Problem?—w-500-mim-xerox—Linda Lawrence ... RFS
Wits and Pearls—d/tw/w-250-xerox—Jill Carlyn ... CIT
Women's World—4tw-150-mim-ocr-orp-Lc-mail-wire-tts-tel—Iris Hartman ... WNS
Word Game—7tw-150-mim-ocr-orp-mail-Lc-wire-tts-tel ... UFS
Worth Repeating—d-25-ocr—Theron Liddle ... RTS
Would You Believe?—d/tw/w-250-xerox—Fred Philcox CIT
Wry Lines—6tw-2c2½"-xerox-mail—Bruce B. Wilmer ... WRB
Zingers!—d-1c2¼"/2c1"—John Broudhecker ... AF

18—FOOD

All About Wine—2tw-500-Lc—Ruth Ellen Church CTN
Along The Food Trail—fn-600-orp-mim—The Bascomes ... BA
Along The Wine Trail—fn-600-orp-mim—The Bascomes ... BA
Around The House—w-var-mim-mail—Jan Paul ... PAU
Beard on Food—S-850-mim—James Beard ... WSS
Beauty Hints—w-600-mim—April Anastasi ... ASC
Bicentennial Kitchen Corner—w-200-mail-orp—Robert W. Pelton ... TWN
Calorie Countdown—w-500-orp—Susan Duff Mastro MCN
Carolyn's Collections—w-250-orp—Carolyn Anderson AMW
Celebrity Cookbook—w-800/1200-mim-ocr-ill-tel-wire-tt-telex-tape—John Blinn ... LAT
Celebrity Cookbook—w-600-mail-orp—Marsha Ryan TWN
Celebrity Dining—w-600-mail-orp—Helen Naismith TWN
Chef Marcia—1tw-600-mim-ocr-ill—Marcia Burg .. WNS
Christian Science Monitor News Service—5tw-varies-igp-orp-ocr ... RTS
Clip 'N' Cook—1tw-3c3"-orp-mail ... CNS
Cookin' With Moxie—w-500-mail-orp—D. B. Shaw .. TWN
Cooking Corner—1tw-600-igp-orp-mail—Various ... CNS
Eat and Grow Younger—24 part series-2c15"-orp-ill-ilm—Lelord Kordel ... SPE
Eat, Drink & Be Merry—1tw-600-mim-ocr-orp-Lc-mail-wire-tts-tel—Robert J. Misch ... WNS
Eat Up and Slim Down—14 part series-3c10"-Lc-ill-ilm—Lelord Kordel ... SPE
Eat Your Troubles Away—20 part series-2c15"-Lc-Lelord Kordel ... SPE
Eating Right—w-750-mim—Ruth Fremes & Zak Sabry TSS
Editorial Material & Pictures For Womens Pages . UOP
Eppie The Hostess's Helper—w-150-mail-orp—Helen Naismith ... TWN
Famous Recipes—w-250/750-orp-igp-color—L. Sherrod ... SBP
Food—w-igp—Peggy Read ... EPS
Food Basket—w-1c6"-mat-orp-ill—Staff ... CSP
Food Facts—w-2c/3c-ill-orp—Staff ... LUI
Food for Americans—4tw-400-orp-ill-tape-ocr-mail-wire—Aileen Claire ... NEA
Food For Thought—3tw-mat-orp—Alice Denhoff ... KFS
Food For Thought—2tw-700-ocr—Dr. Jean Mayer ... CTN
For The Consumer—2tw-750-mim-ocr-orp-Lc-mail-wire-tts-tel—Sidney Margolius ... WNS
From Julia Child's Kitchen—w-800-mim-ocr—Julia Child ... LAT
Fun In The Kitchen—w-500-orp-man-mail-ill-igp—Michelle Christian ... RBN
Good Earth Almanac—S-pt-hps-tps-qps-mat-orp—Monte Burch ... UNP
Gourmet Gardener—w-500/700-Lc-mail—Dennis Cleary ... DEN
Gourmet's Notebook—w-500-xerox-mail—Rebecca Caruba ... INP
Gourmet On A Budget—w-500-xerox—Sandal & Pritch English ... ENG
Growing Older With Sidney Ascher—w-600-mim—Sidney Ascher ... ASC
Holiday Preparedness—ind-var-color—Staff ... NEA
Home Game—w-300-orp—Virginia Truax ... MCN
In Good Spirits—w-600-mail-orp—Ariel Winters ... TWN
Kitchen Sampler—w-400/500-mim—Jane Mengenhauser ... KSS
Knight News Wire—7tw-var-wire ... CTN
Let's Ask The Cook—3tw-500-ocr—Carol McGarvey .. RTS
Let's Live Longer—12 part seris-3c10"-orp-ill-ilm-Lelord Kordel ... SPE
Maddox Column—w-400-orp-tape-ocr-mail-wire-ill-Gaynor Maddox ... NEA
Meichels—w-350-mim—Norma Barach ... JTA
More For Your Money—w-300-2c6"-orp-man—Mike LeFan ... LEF
Natural Foods—w-500-mim-ocr-wire—Susan Dart .. LAT
Newfeatures—d-var-orp-ill-tape-ocr-mail-wire—Staff NEA
Of Cabbages & Kings—w-600-mail-orp—John Lee .. TWN
On Wines—w-var-igp—Bill Sonstein ... SON
Recipe—w-1c8"-pt-orp—Sarah Ann Sheridan ... EDC
Slim Gourmet—3tw-600-mim-orp-Lc-mail-wire-ocr-tts-tel—Barbara Gibbons ... UFS
Tasty Tales—w-2c12"-mim—Charles Rehns ... REH
The Butcher—w-600-ocr-ill—Merle Ellis ... CHR
The Gourmet of New Orleans—Christopher Blake—dexSat-500-orp-man-ill-mail—Christopher Blake .. RBN
The Happy Cooker—m-500/1000-ill-man-mail—var .. VTN
The Happy Gastronome—w-600-mail-orp—Sally Tager TWN
The Wine Drinker—1tw-500-ocr-orp-mail—Tom Gable CNS
The Wine Rack—w-300-orp—Mary McGrath ... MCN
Thinking Slim—w-500-orp-mat-mail—Jean Nidetch . SUB
Tips On Table With Wine—w-550-mim—Bob Dana NEW
Vegetarian News—m-2000-man-mail—Var ... VTR
What's Cooking—w-600-mail-orp—Marjorie Forte .. TWN
Wine Connoisseur—w-700-mim-ocr—Robert Lawrence Balzer ... LAT
Wine Primer—w-500-orp—Mark Pugner ... TAG

19—GARDENING FARMING

About My Garden . . . (Question & Answers)—S-750-man—Jon Peterson ... BRK
Agricultural Roundup—w-2ps-orp-mail—Various ... CAP
Around The House—w-var-mim-mail—Jan Paul ... PAU
Backyard Bonanza—w-400-mail-orp—Michelle Hickman ... TWN
Backyard Bounty—w-400-xerox—Jan Riggenbach ... JAN
Backyard Gardener—S-750-man—Jon Peterson ... BRK
Backyard Gardener—1tw-500/650-ocr-mail—Patrick Denton ... CNS
Christian Science Monitor News Service—5tw-var-igp-orp-ocr ... RTS
Country View—w-600-mail-orp—Wendell Curtiss .. TWN
Dear Mother Earth—6tw-250-mim-ocr-ill-wire-tel-telex-tt—Joel & Lynn Rapp ... LAT

Down To Earth—w-600-mim-ill—Walter Masson .. DTE
Gardening—w-500-mim-ill—Fred Dale ..... TSS
Gardening Series—sea-var-orp-ill-tape-ocr-mail-wire . NEA
Gardens—w-500-mim—Olive Allen ..... DHJ
Gourmet Gardener—w-500/700-Lc-mail—
Dennis Cleary ..... DEN
Green Talk—w-750-xerox-igp—Jud Arnold ..... CWF
Happy Gardener—w-300-orp ..... MCN
Homegrown—w-600-mim-ocr-ill—Terri Gabriel ..... LAT
Indoor Gardener—S-750-man—Jon Peterson ..... BRK
Indoor Gardening—w-500-ocr-ilm—
Katherine B. Walker ..... FNS
Indoor Gardening—w-500-mim-ill—Gay Nightingale ITP
It's Your Landscape—w-600-ocr-ilm—
George E. Creed ..... FNS
Jolly Green Thumb—w-500-orp-mat-mail—
Mary Furey Crymes ..... SUB
Miracle Gardening—w-500-orp-igp-color—
J. Finletter ..... SBP
Mr Crabtree—w-3c5″-orp ..... ITP
Mr. Dugwell—2tw-3c2″-orp ..... ITP
Newsfeatures—d-var-orp-ill-tape-ocr-mail-wire—Staff NEA
Old Farmer's Almanac—w-200-orp ..... UFS
On Gardening—w-600-mim—John Bradshaw ..... SUN
On The Farm Front—3tw-500-tt—
Bernard Brenner ..... UPI
Plants In The Home—w-ocr-ill—Elvin McDonald .. KFS
Polly's Pointers—d-450-orp-tape-ocr-ill-mail-wire;
S-tps-pt-hpt-orp-mat—Polly Cramer ..... NEA
Stampede—2tw-2c6″-ps-orp-mail—Jerry Palen ..... KSF
The Green Thumb—w-500/600-mim—George Abraham TGT
The Green Thumb Question Box—w-500/600-mim-
George Abraham ..... TGT
Your Green Thumb—w-500-mail-orp—Dennis Cleary TWN

GRAPHOLOGY
(See "Astrology"—Classification No. 1)

20—HEALTH

A Problem Today—w-150-orp—Ida Nettleton ..... SBP
Around The House —w-var-mim-mail—Jan Paul ... PAU
Ask Mr. Natural—m-750-man—Paul Obis ..... VTN
Ask The Doctor—1tw-350/500-ocr-orp-mail—
Dr. William Goldwag ..... CNS
Behavior In The News—w-600/700-orp-xerox—
S. V. Didato, Ph.D. ..... DID
Behind The Scene—w-500-mail-orp—
Virgil W. Dorweiler ..... TWN
Best Cartoons from Europe—d/w-var-orp—Various .. SBP
Bottoms Up—w-600-mail-orp—Dodie Gust ..... TWN
Braintwister—w/S-ps-orp—Amery Brown ..... OPS
Calorie Countdown—w-500-orp—Susan Duff Mastro . MCN
Dieting Today—w-700-mim-ocr-orp-wire-mail—
Theodore Berland ..... EF
Doctor Game—w-750-mim—Gifford Jones ..... TSS
Dr. Miriam Landau—sw-450/500-xerox—
Miriam Landau, Ph.D. ..... LAN.
Dr. Lee Salk Column—2tw-750-ocr—Dr. Lee Salk .. FNS
Dr. Neil Solomon—tw-500-mim-ocr-tape-wire-telex—
Neil Solomon, M.D., Ph.D. ..... LAT
Drug Abuses—w-500-mail-orp—Irene Konig ..... TWN
Drugs Your Doctor Prescribes By Rex Medica—
tw-500-mim-ocr-tel-wire-tt-telex—John Brennan ... LAT
Eat And Grow Younger—24-part series-2c15″-orp-
ill-ilm—Lelord Kordel ..... SPE
Eat Your Troubles Away—20 part series-2c15″-Lc—
Lelord Kordel ..... SPE
Eat Yourself Slim—1tw-500-ocr-orp-mail—
Shirley Bright Boody ..... CNS
Eye On Medicine—w-600-mail-orp—Lee Butcher ... TWN
Family Physician—w-450-orp-mat-mail—
James G Price, M.D. ..... SUB
Fashion 'N Figure—w-2c7″-Lc-mail—Page Palmer .. FAS
Feel Young Again—24 part series-3c10″-orp-ill-
ilm—Lelord Kordel ..... SPE
For Women Only—3tw-300-mim-ocr-orp-Lc-mail-
wire-tts-tel—Dr. Lindsay Curtis ..... UFS
Get Well And Stay Well—w-400-mail-orp—
Richard W. Post ..... TWN
Good Earth Almanac—S-pt-hps-tps-qps-mat-orp—
Monte Burch ..... UNP
Growing Older With Sidney Ascher—w-600-mim—
Sidney Ascher ..... ASC
Growth, Conflict And Hangups—2tw-500-Lc—
Saul Kapel, M.D. ..... CTN
Handiaids—w-500-mail-orp—G. H. Patt ..... TWN
Health—w-2ps-orp-mail—Pauline Bondonno ..... CAP
Health Capsules—dexS-1c-orp-mat—M. Petti, M.D. UFS
Health & Science—occ-600-mim-ocr-igp-orp-Lc-
mail-wire-tts-tel—Ana Honig ..... WNS
Health's-A-Poppin'—1tw-450-ocr-orp-mail—
Marion Wells ..... CNS
Health Science News—w-var-tape-man—
Samuel Klein, Dr. SC ..... RTV
Health Today—w-500-orp—Dr. O. A. Battista ..... SBP
How To Keep Well—7tw-800-ocr—
T. R. Van Dellen, M.D. ..... CTN
How Well Do You Know Yourself—w-100-mail-orp—
Carmen Collins ..... TWN
In-Sights—tw-600-ocr—Dr. Walt Menninger ..... UNP
Judith Randal—w-750-man—Judith Randal ..... PRI
Lesson In English—w-100-orp—C. Gordon ..... SBP
Let's Live Longer—12 part series-3c10″-orp-ill-
ilm—Lelord Kordel ..... SPE
Let's Stay Well—6tw-400-mim-ocr-orp-Lc-wire-mail-
tts-tel—F. J. L. Blasingame, M.D. ..... UFS
Live Longer And Be Happy—w-2c12″/4c12″-mim—
Charles Rehns ..... REH
Look . . . And Feel Your Best—dexSat-500-1c/2c-
orp-ill-mail—Paul Bernstein (Mr. Physical Fitness
of USA) ..... RBN
Look & Learn—w-150-orp—Anne Sanders ..... SBP
Man & Medicine—w-600-mim-mail—
Irwin J. Polk, M.D. ..... PAG
Medical Column—d/S-400-orp-tape-ocr-mail-wire—
Lawrence E. Lamb, M.D. ..... NEA
Medical Consumer—2tw-650-mim-ocr-orp-wire-mail—
David Hendrin ..... EF
Medical Consumer—2tw-650-mim-ocr-orp-wire-mail—
David Hendin ..... ESN
Medical Digest—S-600-mim—Ed Orloff ..... CFI
Medical Memos—5tw-500-mim-ocr—
H. L. Herschensohn, M.D. ..... LAT
Medical Memo—w-500-mail-orp—Karen Carden .... TWN
Medicalia—cont-600-mim-igp—M. W. Martin ..... MAR
Medicine—w-var-mim—Dr. M. L. Salomon ..... WUP
Medicine Chest—w-250-orp—H. Boswell York, R.Ph. MCN
Medifax And Fiction—w-2c/8c-ill-orp—Staff ..... LUI
***Mirror of Your Mind**—d-2c-ill-mat-orp—
John Conwell ..... KFS
Newsfeatures—d-var-orp-ill-tape-ocr-mail-wire—Staff NEA
Newsfeatures—2tw-850-mim-1gp-ocr-orp-wire-mail—
Staff & Contributors ..... ESN
Of Men and Women—2tw-600-ocr—
Dr. Aaron Rutledge ..... UNP
One Psychiatrist Says—w-600-mail-orp—
Dr. M. A. Hartman, M.D. ..... TWN
People's Doctor—3tw-750-ocr—Dr. Robert Mendelsohn CTN
Picture of Health—w-2c/3c-ill-orp—Staff ..... LUI
Psychology '76—w-600-mail-orp—
Dr. Neil MacDonald ..... TWN
Read & Remember—w-150-orp—Darrell McClure ... OPS
Science Briefcase—w-800-mim-ocr-orp-wire-mail—
Staff ..... ESN
Science in the News—cont-occ-ind-300/500-ps-pt-
var-man-xerox-igp-mail—Varies ..... AUN
Sex Life—w-800-mim—Warren S. Pepper ..... BIS
Slim Chance in a Fat World—ind-var-mim—
Richard B. Stuart & Barbara Davis ..... MAN
Speaking of Angels—w-600-mail-orp—Jessie Bennett TWN
Speaking of Science—w-400-mim—Jim Murphy ..... UNI
***Speaking of Your Health**—6tw-ocr-orp—
Dr. Lester L. Coleman ..... KFS
Stay Alive Longer—21 part series-2c15″-orp-ill-ilm—
Lelord Kordel ..... SPE
Stay Healthy—w-1000-Lc-igp-ocr-orp—
Dr. Clarke Hankey ..... MCF
Stop Killing Yourself—5tw-600-orp—
Peter J. Steincrohn, M.D. ..... MCN
Talk Back To Your Doctor—ind-bl-var-(1 to 7 parts)-
xerox-mail—Arthur Levin ..... DDS
Test Yourself—d/w-500/750-orp-ill—
Jane Sherrod Singer ..... SBP
The Handicapped—w-600-mail-orp—Marjory Becker TWN

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The Human Comedy—w-600-mail-orp—Benno Isaacs and Jack Gross ..... TWN
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The Power Of The Mind—w-600-mail-orp—Benno Isaacs and Dr. Jack Gross ..... TWN
The Spoiler—3tw-2c6"t-orp—Stephen C. Graham and Kirk A. Luehrs ..... TFI
To Your Good Health—dS-750-ocr—Dr. George C. Thosteson ..... FNS
Vegetarian Nutrition—m-1,500-man—Var ..... VTN
VIP Medical Grapevine—ind-500/1200-var-man—Ruth Nathan Anderson ..... VMG
Welch Medical Report—tw-500-ocr—Dr. William Welch ..... BTS
You And Your Health—w-400-orp—Peter J. Ease, M.D. ..... MCN
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VIP Medical Grapevine

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The Nation's First And Only High-Level Medical Gossip Column

. . . takes the reader behind the scenes of what's ailing our people-in-the-news, from VIP statesmen to the celebrated in every field. Complicated medical problems are explained in lay terms; controversial medical legislation is made clear; drug and physician-related scandals are exposed. And there is humor, too.

Wallace's Doctor Did Not Betray a Romantic Confidence: Partially paralyzed Alabama governor and presidential aspirant, **GEORGE WALLACE,** will have his left leg in a cast for the next few weeks as he recovers from a simple fracture of the tibia. The tibia is the larger of the two leg bones located on the inner side of the leg and responsible for weight bearing.

When Wallace's physician, **DR. HAMILTON HUTCHINSON,** fumbled for an explanation as to how this accident could have happened to the wheelchair-bound governor who'd been shot by a would-be assassin three years ago, he theorized for the press that the fracture might have occurred while his patient rode his electric exercise bicycle or perhaps during strenuous therapy on parallel bars.

According to an intimate friend of Wallace, he sustained the fracture during an overly strenuous amorous interlude with his wife, **CORNELLIA.** The lovely Mrs. Wallace has made no secret of the fact she and George want a baby.

Hitchcock Complains But Doesn't Sue: When 75-year-old **ALFRED HITCHCOCK** recently had a pacemaker implant, he was obliged to remain in the U.C.L.A. Medical Center an extra ten days because doctors had given him an antibiotic to which he is allergic. Hitch went before the UCLA investigatory panel and scowled that he had been "bruised all across the chest." But the docs breathed easier when he promised not to bring a malpractice suit.

Hepburn and Carey Work Despite Symptoms of Parkinson's Disease: Champ Academy Award winner, **KATHARINE HEPBURN** (a 3-time winner) and actor **MACDONALD CAREY** continue to appear on the motion picture and TV screen, despite that they apparently are afflicted with Parkinson's disease, also known as shaking palsy.

This condition, which was first described by British physician, **DR. JAMES PARKINSON** in 1817, is characterized by trembling of parts of the body, muscular weakness and gradual rigidity of the facial muscles, limb and trunk muscles.

In addition to the need for maintaining good general health, Hepburn who is 66, and Carey who is 63, are being treated with the most modern drugs and management procedures. Drugs of the belladonna type help reduce rigidity, and the much-publicized L-DOPA drug often induces dramatic results in lessening tremors and restoring muscular strength. There are two surgical options open to these fine and courageous actors: one such operation diminishes the circulation of blood to the area in the brain concerned with the tremors; another involves the insertion of needles into the basal ganglia of the brain where the damage originates. This process destroys brain tissue which is out of balance and permits this portion of the brain to function more normally.

Medical Corn Book: Comic **RIP TAYLOR** says there's a new face cream for people over 40 which makes them look younger by giving them acne.

Today's Melody For The Malady: HYPOGLYCEMIA—"SUGAR BLUES."

Stay Well and Be Happy!

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Founder and author of this original and sprightly column is Ruth Nathan Anderson, a former feature and series reporter for North American Newspaper Alliance (NANA) and Women's News Syndicate (WNS), and a widely-published magazine writer specializing in medicine and the social scene.

The column has been distributed nationally and internationally through National Features Syndicate under the previous title, "Doctor's Grapevine," (1969-1972).

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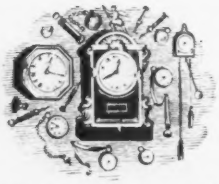

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"Antiques in America" is written by Harry Baker, a newspaperman who grew up in the furniture design business, is himself a collector and antiques expert. It is specific, illustrated, practical. His column is respected by professionals but profitable to amateurs and is written with real Yankee humor and literary economy. The Washington Post and the Baltimore Sun are two of the subscribers. For samples and prices write The Providence Journal, Room 416, Providence, R.I. 02902.

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Hollywood Hotline—1tw-500/700-ocr-mail—Nancy Anderson ..... CNS
Hollywood Hotline—6tw-800-mim-ocr-orp-Lc-mail wire-tts-tel—James Bacon ..... NANA
Hollywood Inside—5tw-750-mim—John Austin ... HIS
Hollywood Interviews—w-ps-orp—Misc. Authors .... OPS

Hollywood's Unsolved Mysteries—15 part series (1500 each)-mim ..... HIS
It Happened In Hollywood—tw-200-mim-ocr-telex-wire—Scott M. Lawrence ..... LAT
Knight News Wire—7tw-var-wire ..... CTN
Liz Smith Column—3tw-750-ocr-orp—Liz Smith ... CTN
Main Street—d/w-300/500-var-man-mail-wire—Ted Green ..... PWF
Mini Movie Reviews—w-Lc-var-orp-ill-mail—Staff .. CIN
Motion Pictures—w-igp—Hans Holzer ..... EPS
Movie Quiz—dS-w-15/150-man-ocr-xerox—Edmund Midura ..... MID
My Success Story—w-500/1,000-orp—Various famous personalities ..... SBP
Newsfeatures—d-var-orp-ill-tape-ocr-mail-wire—Staff ..... NEA
Nostalgia Quiz—dS/w-50/150-man-ocr-xerox—Edmund Midura ..... MID
One-44—w-400/500-xerox-mail—Terry Gross ..... GRO
Pop Scene Service—1tw-5000-mim-ocr-orp-Lc-mail-wire-tts-tel—Barbara Lewis ..... UFS
Rated G—occ-600-mim-ill-var-orp—Lucinda ..... NPS
Reviewing The New Film Books—m-hps-xerox—Phil Kalker ..... AEW
Reviewing The New Movies—w-hps-xerox—Phil Kalker ..... AEW
Rex Reed Movie Reviews—w-700-Lc-Rex Reed .... CTN
Rex Reed (Personalities)—S-1500-ocr—Rex Reed .. CTN
Show Biz—w-2c-orp-mail—Herb Bridges ..... MOR
Show Time—w-var-orp-mat-ill-color-ocr-wire-mail—Staff ..... EF
Star Interviews—w-500/1000-orp—June Finletter . SBP
Stars and Sports—tw-750-mim—John Austin/Various HIS
The Hollywood Dream Factory—w-700-man—Sandra Shevey ..... PRI
The Week Ahead Movies—d/w-var-orp— ..... TVC
Tinseltown Go-Round—3tw/S-500-3c8"-igp-mim-mail—Lee Graham ..... WOR
TV Answer Man—6tw-400-mim-ocr-orp-mail-Lc-wire-tts-tel—Richard K. Shull ..... UFS
TV Feature Films Source Service—an-bl-orp ..... UFS
TV Time Service—1tw-600-igp-mim-ocr-mail-orp-Lc-wire-tts-tel ..... UFS
VI People—4tw-600-mim-ocr-orp-Lc-mail-wire-tts-tel—Dan Lewis ..... NANA
Yesterday's Stars Today—1tw-500/650-igp-ocr-orp-mail—Nancy Anderson ..... CNS
You, Your Child, and Entertainment—w-500-mim-David Nydick ..... DAN

25—MUSIC

Book World Service—tw-var-Lc—Washington Post Book World ..... WPW
Christaian Science Monitor News & Service—5tw-var-ign-orp-ocr ..... RTS
Country Music—w-800-ocr—Jack Hurst ..... CTN
Country Music People—w-600-mail-orp—Peggy Russell ..... TWN
Discussion—w-2c6"-500-xerox—Joe Kaliff ..... AMF
Downbeat—tw-1500-Lc-igp-ocr-orp—Yannis Yannopoulos ..... MCF
Entertainment And The Arts—occ-500/1000-ps-man—Staff ..... IMN
From The Editor's Disc—w-500-mail-orp—Tom Villella ..... TWN
Gilmore Brother's Music Scene—w-3¾c12"-orp—Douglas and Keith Gilmore ..... TEL
Hi Fi/Stero Equipment—occ-500/1,000-ps-man—Staff ..... IMN
Hollywood Inside—5tw-750-mim—John Austin .... HIS
Hollywood's Unsolved Mysteries—15 part series (1500 each)-mim ..... HIS
Jazz On Record—w-500-mail-orp—Jeff Barr ..... TWN
Knight News Wire—7tw-var-wire ..... CTN
Music On Record—Sw-var-orp—Homer F. Edwards, Jr. ..... LNS
Nashville Sound—w-750-mim—Red O'Donnell ..... WSS
Playback—w-800-man—Joel McNally ..... SMP
Playback—w-600-mail-orp—Tom Von Malder ..... TWN
Pop Scene Service—1tw-5000-mim-ocr-orp-Lc-mail-wire-tts-tel—Barbara Lewis ..... UFS
Products in Review—occ-500/1,000-ps-man—Staff .. IMN
Record Rap—3tw/S-500-2c8"-igp-mim-mail—Joan Baker ..... WOR
Record Reviews—w-500-mim—Jay Rosen ..... BIS
Records & Tapes In Review—occ-500/1,000-ps-man—Staff ..... IMN
Rockback—w-400-man—Larry Lehmar ..... SGF
Rockpile—3tw-2c-orp—Stokes Walesby and Al Cunniff ..... UFS
Rock, Pop Times—wS/dS-var-2c12"-xerox-mail—James Riordan ..... RPT
Rock Talk—tw-600-ocr—Lisa Robinson ..... FNS
Rolling Stone—3tw-Lc-igp-ocr ..... KFS
Sounding—w-200-mail-orp—Tom Von Malder .... TWN
Sounds—w-400-orp-ill-tape-ocr-mail-wire—Stephen Ford ..... NEA
Television Inside—3tw-750-mim—John Austin .... HIS
The Reviewer—w-500-mail-orp—varies ..... TWN
The Scene—w-500-mim—Robt Edw. Curtis ..... GSM
Th World of Music—1tw-550-ocr-orp-mail—Robin Welles ..... CNS
Tune In—w-var-orp-igp ..... SPS
Tune Weaving—cont-w-500-xerox-orp-mail—Harold Fuller ..... FUL
Vox Pop—tw-500-mim-ocr-wire-telex—Brendan Boyd LAT

26—NATURE

Camping All Year Round—w-500-orp—Bob Nesoff .. MCN
Camping Family Style—w-450-orp-mat-mail Angela/Ford Bothwell ..... SUB
Golf Cartoons—w-qpt-orp-ill—Misc. Authors ..... OPS
Good Earth Almanac—S-hps-tps-qps-pt-mat-orp—Monte Burch ..... UNP
Martin's International Newsreel—occ-var-igp—various ..... MAR
Mother Earth News—tw-700-ilm-orp-ocr—John Shuttleworth ..... RTS
Mr. Crabtree—d-3c5"-orp ..... ITP
N-Vironment—w-750-mim-mail—Norm Davis .... NMD
Newsfeatures—2tw-850-mim-igp-ocr-orp-wire-mail—Staff and Contributors ..... ESN
Outdoor Guideposts—w-2c5"/4cx5"-igp—Fred Luks OUG
Outdoor Life—w-qpt-orp-ill—Misc. Authors ..... OPS
Sportsman's Digest—6tw-1c4½"-orp—Hal Sharp ... LAT
Tennis Cartoons—w-qpt-orp-ill—Earl Engleman ... SBP
The Good Earth—w-900-ilm-igp-orp— Mel Ellis ... APN
Todays Talk—dexS-200-mim—George Mathew Adams WSS
Vegetarian News—m-2000-man-mail—var ..... VTN

27—PATTERNS

Beauty Hints—w-600-mim—April Anastasi ..... ASC
Behind the Seams—2tw-450-orp-mat-mail—Peggy Bendel ..... SUB
Craft Patterns—w-var-orp-igp—Smith Studios ..... FNS
Deco Plans—w-500-mim-ocr-ill-orp—Jean-Paul St. Michel ..... LAT
Do-It-Yourself—w-300-ocr-mail-igp—Steve Eillingson UB
Dress Pattern Features—7tw-lc-ill-mat-orp—Anne Adams ..... KFS
Dress Pattern Features—7tw-1c-ill-mat-orp—Marian Martin ..... KFS
Home Of Your Own—w-250-mim-ocr-orp-ill—Jean-Paul St. Michel ..... LAT
Let's Sew—S-tps-hpt-qph-ill-mat-orp ..... KFS
Needle Arts—w-1c7"-orp-mat-mail ..... SUB
Needlecraft Pattern Feature—7w-1c-ill-mat-orp—Laura Wheeler ..... KFS
Needlecraft Pattern Feature—7tw-1c-ill-mat-orp—Alice Brooks ..... KFS
Needlepointers—S-500-ocr-igp—Daphne Ginnings .. UNP
Needlework Kit—w-125-orp-mat-igp—Dorothy Brightbill ..... APN
Pattern Party—S-tps-hpt-ill-mat-orp- ..... KFS
Patterns & Needlework—S-pt-hpt-orp-mat—Staff .. NEA
Patterns & Pointers—S-tps-pt-hpt-orp-mat—Polly Cramer ..... NEA
Polly's Pointers—S-tps-pt-hpt-orp-mat—Polly Cramer ..... NEA
Prominent Designer Dress Pattern Feature—S-2c-ill-mat-orp—Various Designers ..... KFS
Sew What's New—S-500-ocr-ill—Sandra Kelly .... UNP
Snap-Kraft—dS-1c-orp ..... FNS
Spadea Designer Patterns-International and/or Personalized—w-1c/2c-var-orp-ill ..... SPS
Spadea Designer Patterns—w-1c-var-orp-ill ..... SPS
Stitchin' Time—w-500-orp-tape-ocr-ill-mail-wire—Judy Love & Joanne Schrieber ..... NEA
Traditional Crafts—1tw-300-mim-ocr-orp-Lc-mail-wire-tts-tel—Judy Harper ..... UFS

27A—PETS

Accent On Pets—w-500-mail-orp—Barbara A. Wilson ..... TWN
All About Pets—tw-500-mim-ocr-ill—Eleanor Price LAT
Ask Your Vet—3tw-700-ocr—Dr. Michael Fox .... CTN
Bark Back—w-500-mail-orp—Dahna and Damon .... TWN
Coral Corner—3tw-1000-Lc-igp-ocr-orp—Bill Hankey MCF
Oddities Of Animals—w-500-mail-orp—Dorothy Liermark ..... TWN
Pets and Their People—1tw-900-mim-ocr-orp-Lc-mail-wire-tts-tel—Alice Scott ..... UFS
Points On Pests—1tw-350-ocr-orp-mail—H. P. Jans CNS
The Pet Set—d-2c4⅝"/1c3"-orp—Doug & Jean Borgstedt ..... BOR
The Wonderful World Of Animals—S-750-ocr-ill-dexS 500-ocr-ill—Dr. Frank Miller, D.V.M. ..... CHR
Your Family Pet—w-500-xerox—Maxwell Riddle .... AF

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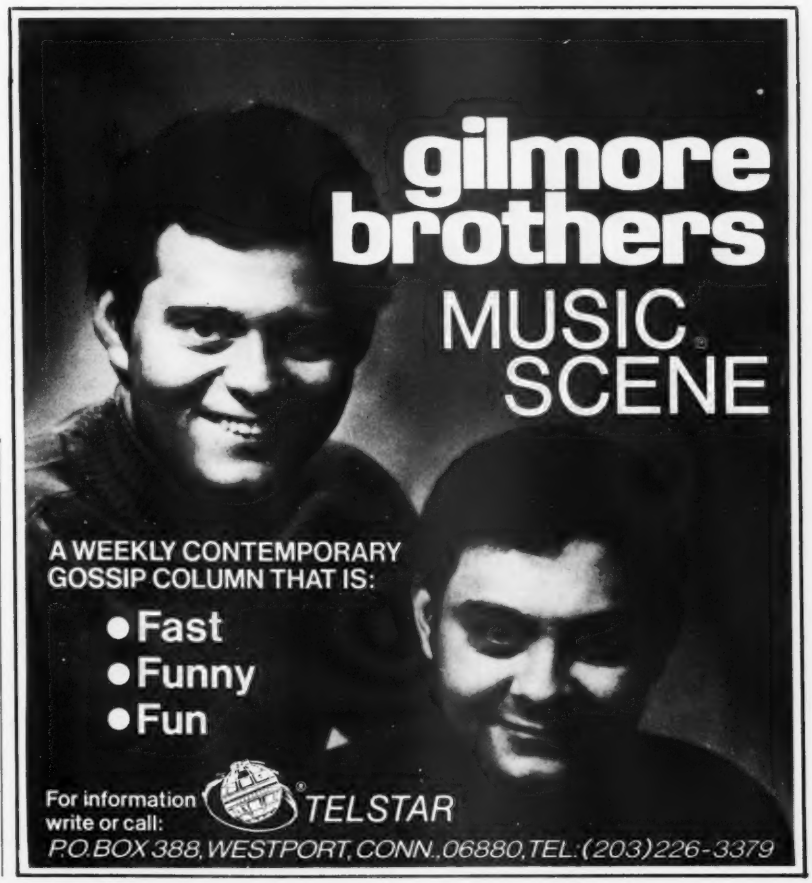

28—PHOTOGRAPHY

Camera College—w-500-xerox—Irvine A. Brace .... BRA
Hollywood Pit Stop—w-var-xerox—Anthony Cardoza HOP
Let's Take Pictures—w-500-var-man—Irvine A. Brace MIL
Leisure And Hobbies—occ-ps-man—Staff ..... IMN
Photo Info—w-500-igp-mim-mail—Bill Baughman BAU
Photo Knowledge—S-750-man—D. J. Herda ..... BRK
Products In Review—occ-500/1000-ps-man—Staff .. IMN
Shooting Stars—1tw-400/600-orp-mail—Jerry Windle CNS

28A—PICTURE/PHOTO SERVICES

Black & White Stock Photo Library ..... CWF
Business News Photo—occ-var-igp—Staff ..... DIS
Color Photo Division—The Image Bank of Canada CWF
***Color Picture Stories**—w-var-igp-mail—Staff .... AMU
Color Picture Transmissions—5tw-(duplicates by mail) ..... UPIN
Daily News Record—5tw-var-orp-igp-mail ..... FA
Fairchild Photo Service—5tw-var-igp-mail ..... FA
Footwear News ..... FA
Home Furnishing Daily—4tw-var-orp-igp-mail ..... FA
In The News—w-1c-var-orp-mat-mail—Photos .... SUB
***Latinaamerican Picture Library Service**—w-var-igp-mail—Staff ..... AMU
Men's Wear ..... FA
Misc. Photos—w-2c/var-orp-mat-mail-photos .... SUB
NANA Photo Service—w-300-igp-mim-Lc-orp-mail NANA
Newspicture Service—d/w/m-var-igp-ing ..... MOG
Newspictures—Telephoto Facsimile—7tw-(Cablephoto/Radiophoto Worldwide) (Telephone USA) ..... UPIN
Newsweek—w-500/2000-orp-igp-telex—various .... NIE
Newsweek Photo Service—w-4cG"-igp—various .... NIE
NYT Pictures-Photo Service—d-var-igp ..... NYT-P
People, Places, Things—Photo File—ind-var-igp .. BAS
Pinup Photos—ind-var-igp—Arthur S. Green .... GRE
Photo Kinks—w-500-mail-orp—Roger & David Litz TWN
Photo Feature Service ..... SUN
Photo Files/Travel—ind-var-igp ..... BAS
Photo Page—1tw-1c/2c/3c-orp-mail ..... CNS
Photo Service—5tw-igp-mail ..... RNS
Photographic Interpretations or Illustrations ..... TWP
Science Photo Service—w-ps-mail ..... WIP
Show Business People—Photo File—ind-var-igp .. BAS
Sports—(major league sports in metropolitan New York)—w-var—Jack Pokress ..... NFI
Sports Photo Service—Jack Pokress ..... NFI
TV Personality (Profile)—w-3c9½"-orp ..... TVC
TV Photos—w-var-orp ..... TVC
Unipix—5tw-mail ..... UPIN
Week Ahead Specials—d/w-var-orp ..... TVC
Weekly Program Photo Highlights—d/w-var-orp .. TVC

29—PUZZLES - QUIZZES

American Enterprise—w-50-mail-orp—Brice McQuillin ..... TWN
Anagrams—6tw-150-mail-Lc-mim-ocr-orp-wire-tts-tel—Kevin Matthews ..... UFS
Around the World Contest—60 releases-2c7"ill .... SF
Ask Anybody . . . Anything—1tw-600-mim-ocr-orp-Lc-mail-wire-ttn-tel—Martin Alwyn ..... NANA
Ask Aunt Madge—c8-var-xerox-mail—Mary Madge Saksena ..... ASK
Bible/Crostic—S-2c6"-orp—Ray Helle ..... HEL
Bible Puzzle—w-300-orp—James Alt ..... NCF
Bible Verse—w-¼c-pt-orp—Lillian Hughes ..... EDC
Bilingual Cross Words—eod-2c6"-orp-xerox—Jorge Guardia ..... EMA
Block By Block—dexS-1c7½"/2c3½"/2c5½"-orp-Bill Crowder ..... UFS
Brain Teasers—w-qpt-orp—Ali Hachel ..... OPS
Cappy Dick—S-hps-hpt-tps-qps-mat-orp-ill—Robert Cleveland ..... CNF
Cartoon Bug—w-3c4"-mat-orp—Staff ..... TSS
Challenge Maze—w-3c5½"-orp—Staff ..... EF
Check Your Knowledge—dexS-125/140-xerox—Donald Saltz ..... TRQ
Christian Science Monitor News Service—5tw-varies-igp-orp-ocr ..... RTS
Coinword—w-2c-orp—Robert Pearsall ..... LAT
Crosswords—dexS2c8¼"/2c6½"-orp-mat—Staff .. NEA
Crosswords—1tw-1½c/2c-orp-mail ..... CNS
Crossword—w-2c6"-orp-mat—Staff ..... CSP
Crosswords Galore—w-qpt-orp—Alan Foley ..... SBP
Crossword Puzzle—w-2c-mat-orp—Bernice Paschen .. SM
Crossword Puzzle—w-2c6"-orp-mat-mail—Staff ... SUB
Crossword Puzzle—dexS-mat-orp—Nina Cooper .... APN
Crossword Puzzle—w-7x3"-orp ..... MCN
Crossword Puzzle—w-2c-orp-mail—Katie Desatta . MOR
Crossword Puzzle with Cryptoquips—d-2c-mat-orp—Eugene Sheffer ..... KFS
Crossword Puzzle with Cryptoquotes—d-2c-mat-orp—Thomas Joseph ..... KFS
Crossword Puzzler—dS (d-2c5½") (S-12")-orp-mat ..... UFS
Daily And Weekly Crosswords—dw-ps-orp-ill—C. Gordon ..... OPS
Detectograms—w-2c4"-Lc-mat-mail—L. J. & N. A. Kirk ..... KIR
Diagramless Puzzle—w-3c5½"-orp—Staff ..... EF
Dr. Crane's Quiz—dS-2c6"-mim—Dr. George W. Crane ..... HPS
Draw Your Own Conclusion—dexS-2c4"-orp-mat—Courtney Dunkel ..... WSS
Famous Tongue Twisters—w-100-mim-misc. sources SBP
Figure Fun—w-1c2"/2c4"-mail-orp—B. L. Payton TWN
Find-a-Quote—w-3c5½"-orp—Staff ..... EF
5 Minute Mysteries—w-500-orp—C. W. Walker ... SBP
Fun Bug—w-2c1mat-orp—How Rands ..... SM
Fun With Figures—5tw-1c-mim-orp-mat—J. A. H. Hunter ..... SUN
Games & Puzzles—w-qpt-orp-ill—Misc. Authors .. OPS
Giant Crossword—w-7c7"-orp ..... ITP
Have You Ever Been There?—w-200-mail-orp—Don Blevins ..... TWN
Headline Re-write—w-100-mail-orp—Brice McQuillin ..... TWN
Hoo-Dunnit—5tw-2c5½"-orp—Fred H. Lamb ..... CF
It Happened In Hollywood—tw-200-mim-ocr-telex-wire—Scott M. Lawrence ..... LAT
Item Factory Contest—tw-400-ocr—Robert Hoyt .. UNP
"It's on the Tip of My Tongue"—w-150-mim-ocr-ill-orp-wire-mail—Dan Carlinsky ..... EF
Johnny Wonder—S-hps-tps-pt-d-4c3"/2c6⅛"-orp-mat—Dick Rogers ..... EF
Jumble—7tw-2c-mat-orp-ill—Bob Lee & Henri Arnold ..... CTN
Junior Jumble—S-3c-mat-orp-ill—Bob Lee & Henri Arnold ..... CTN
Know Your State Contest—60 releases-2c10"-ill .... SF
Let's Do It Together—w-750-man—Dr. Dorothy Rubin ..... PRI
Lit Bits—d/w-100/150-mail- orp—John Hardebeck TWN
Little People's Puz—d-2c4½"; S-2c5½"-orp-mat—Leo White ..... UFS
Los Angeles Times Cross Words—dS-3c-2c-mat-orp—Margaret Farrar ..... LAT
Magicword—w-6½c3½"-orp ..... MCN
Map Madness—w-50-maps-mail-orp—Robert W. Pelton ..... TWN
Mazes Galore—d-ps-ops—W. Quinn ..... OPS
Memory Quiz—dexS-110-xerox—Donald Saltz ..... TRQ
Minit Doodle—d-1c2¾"-mat-orp—Louis Magila .... AF
Modern Sherlock Holmes—w-500-orp—Jane Sherrod Singer ..... SBP
Movie Quiz—dS/w-50/150-man-ocr-xerox—Edmund Midura ..... MID
New York News Crossword—6tw-2c-mat-orp—Herb Ettenson, Editor ..... CTN
New York Times Crossword Puzzle—d-2c; S-4c-orp NYT
Name Droppers—d/w-2c4"-mail-orp—Wayne Colby TWN
Name Game—w-1c2"-mat-orp-ill—Al Herr ..... CSP
Nostalgia Quiz—dS/w-50/150-man-ocr-xerox—Edmund Midura ..... MID
Number Game—d-1c4"/2c1"-orp—Ed Jerome ..... AF
One Minute Crossword—d-1c4"-mail-orp—Richard Paxson, Jr. ..... TWN
Play Ball—w-300-mail-orp—Bruce Nash ..... TWN
Premier Crossword Puzzle with Cryptoquips—S-3c-mat-orp—Jo Paquin ..... KFS
Prize Crosswords—w-2c3½"-orp-mat—Staff ..... EF
Prizeweek—w-2c3 9/16"-mat-orp-mim—B. B. Considine ..... DWL
Prizeweek Puzzle—1tw-300-mim-orp ..... UFS
Puzzle Cards—2tw-3c5½"-orp-mail—Steve Ryan .. CNS
Quick Crostic—6tw-1c5"-orp—Charles Preston ..... LAT
Quizword-Crossword—d-2c6"-orp ..... MIL
Quote-Acrostic—S-3c10"-orp— Charles Preston .... LAT
Revolutionary Revolving Puzzles—w-3c4"-mail-orp—Merab Hoke ..... TWN
Riddlerama—w-100-mail-orp—Rose Shupak ..... TWN
Ring Around Word Games—w-qpt-orp—Jack Fitch .. OPS
Ring It Rich—d/w-3tw-3c12"-orp ..... SF
Rock, Pop Times—w/S/dS-var-2c12"-xerox-mail—James Riordan ..... RPT
Scram-Lets—dS-2c4¾"-orp-mats ..... INT
Scramble Steps—cont-4c4½"-ill—CJB, Jr. ..... BAS
Scripture Search—w-300-orp—Steve Landregan .... NCF
Seek & Find—dexS-2c4¾"-orp—DMR Company ... CRO
Smarty's Answer Box—w-600-mail-orp—Jerry M. Zelenka ..... TWN
Solve-A-Crime—w-500-orp—A. C. Gordon ..... SBP
***Spanish Crossword Puzzle**—d-2c-mat-orp—Ramos ..... KFS
***Spanish Crossword Puzzle**—d-2c-mat-orp—Alfaro ..... KFS
Sport History Quiz—dexS-500-man-mail—Darnell Gary ..... DAR
Sporteaser—dexS-1c4"-orp—Eddie Germano ..... CF
Sports Quiz—5tw-1c3"-orp-mail—Dick Wright .... CNS
Sports Quiz—dS/w-50/150-man-ocr-xerox—Edmond Midura ..... MID
Sports Quiz-Cross—w-2c5½"-orp—Al Power ..... YPL
Stampquiz—dS/w-50/150-man-ocr-xerox—Edmond Midura ..... MID
StarGazer—dS-2c4½"-orp-mat—Clay Pollan ..... MCN
Tele-puzzle—1tw-2c-orp ..... UFS
Teleword—w-2c-orp—Julie Quart ..... LAT
Test Your Humor—d/w-100-mail-orp—Herbert V. Prochnow ..... TWN
Test Your ESP—w-4c½"-orp—John Prinkey ..... FSF
Test Your Horse Sense—7tw-200-mim—Chester Allen Marshall ..... CTN
The Daily Crossword—6tw-2c-mat-orp Herb Ettenson, Editor ..... CTN
The Maze—w-2c4"-orp—Susan Wilson ..... WLS
The Mixer—dexS-2c3"-orp—Clarice Anders ..... AR
The Name Game—cont/dS-var-mail-xerox—Ken Hecht ..... NGC
The Sunday Crossword—S-5c-mat-orp—Herb Ettenson, Editor ..... EF
Theme Crossword—w-3c5½"-orp—Staff ..... EF
Think Spot 3-in-1 Puzzle—w-2c3½"-orp ..... AF
Today's Crossword Puzzle—dS (d-2c8½") (S-3c12")-orp-mat ..... UFS
Trivia I. Q.—5tw-100-mim—Leo White ..... CF
Trivia Quiz—dexS-110-xerox—Donald Saltz ..... TRQ
Trivia Test—dS/w-50/150-man-ocr-xerox—Edmond M. Midura ..... MID
Turnstile Testers—w-1c2"/2c4"-mail-orp—Denis Harrington ..... TWN
TV IQ—w-3c6¼"-orp— ..... TVC
TV Puzzle—w-4c5½"-orp ..... TVC
TV Quiz—d/S/w-50/150-man-ocr-xerox—Edmund Midura ..... MID
TV Starscreen—w-2c-var-orp—Al Kilgore ..... UFS
TV Teaser—w-3c6"-orp—Staff ..... EF
TV Testpattern—w-2c9"-orp—Staff ..... EF
Vision Contest—60 Release-2c7"-ill ..... SF
Weekly Page of Features—w-pt-2hps-orp-mat ..... SM
What Are You Like—dexS-1,000-orp-ill-mail—Theresse Gotblind ..... AMU
Who Knows—w-¼c-pt-orp—Lillian Hughes ..... EDC
Who Was That Masked Man?—w-300-mail-orp—Bruce Nash ..... TWN
Who'zit—w-4c2½"-orp—John Prinkey ..... FSF
***Wishing Well**—7tw-2c-mat-orp—William J. Miller ..... KFS
Wizard Word—7tw-2c-mat-orp—Penny Kanter .... CTN
Wonderword—dS-2c-20x20-hpt-tps-orp—Jo Ouellet . CWF
Word Cage Puzzle—w-2c7"-orp-mat-mail—Tracy St. John ..... SUB
Word Game—7tw150-mim-ocr-orp-mail-Lc-wire-tts-tel—Kathleen Saxe ..... UFS
Wordplay—d-1c-mat-orp ..... KFS
Young Hobby Club—dexS-275-ocr-orp-ilm—Robert Cleveland ..... CNF
Your American Heritage—w-400-mail-orp—Bruce Nash ..... TWN
Word Sleuth—d-2c-mat-orp ..... KFS
Word World—dS-var-xerox-mail—I. J. Santora ... DNT
Wordy Gurdy—6tw-200-orp—Ricky Kane ..... UFS
Wordy Gurdy—dexS-2c-orp—Tricky Dicky ..... MIL
Ziz Zag—2tw-2c5"¼-orp-mail—Steve Ryan ..... CNS

30—RADIO AND TELEVISION

Accuracy In Media—w-600-mail-mim—Reed J. Irvine ..... AIM
Advice Is Nice—d-1c6"-xerox-mail-ocr-Lc-tape—Sylvia Ash Cronin ..... ASH
Amory's People—tw-600-mim-ocr-tel-wire-tt-telex—Cleveland Amory ..... LAT
Around Hollywood—w-600-mail-orp—Luanne Murray ..... TWN
Ask Dick Kleiner—2tw-var-orp-tape-ocr-mail-wire—Dick Kleiner ..... NEA
Ask Us—dS-500/2c7"-750/4c6"-igp-xerox-mail—Nancy Lane ..... WOR
Assignment: Television—w-600-ocr—Terrence O.Flaherty ..... CHR
Better Living With The Stars—w-pt-man—Ruth Thompson ..... DIC
CB Break—S-600-ocr—Mike Wendland ..... UNP
CB City—w-600-mim—Robert Angus ..... MCN
CB Column—w-550-orp-tape-ocr-mail-wire—Guy L. Smith ..... NEA
Cecil Smith Television Column—w-500-mim-ocr—Cecil Smith ..... LAT
Celebrity Cookbook—w-800/1200-mim-ocr-ill-tel-wire-tt-telex-tape—Johna Blinn ..... LAT
Celebrity Interviews—occ-600-mim-ocr-orp-Lc-mail—wire-tts-tel—Robert J. Misch ..... WNS
Celebrity Parade—w-450-orp-mat-mail—Cathy Post Field ..... SUB
Channel Chatter—w-500-mail-orp—Phyllis Maxwell TWN
Channel Chuckles Daily—dexS-1c4"-mat-orp—Bil Keane ..... RTS
Channel Currents—w-600-xerox—Bob Bernier .... BEC
Christian Science Monitor News Service —5tw-var-igp-orp-ocr ..... RTS

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Dialing Around—w-pt-man—Ruth Thompson ...... DIC
Dick Kleiner/Hollywood—3tw-600-orp-tape-orc-
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Focus On Films—w-500-mail-xerox—Veronica Burke EXC
Footlights and Kleiglights—w-500-mail-orp—
Ted Edwards .... TWN
Gilmore Brother's Music Scene—w-3¾c12"-orp—
Douglas and Keith Gilmore .... TEL
Gossiping With Doris Lilly—w-500-orp—Doris Lilly MCN
Hollywood Connection—w-500-mail-xerox—
W. E. Burke .... EXC
Hollywood Inside—5tw-750-mim—John Austin .... HIS
Hollywood Interviews—w-ps-orp—Misc. Authors .... OPS
Hollywood Television Report—w/sw-1500-mim
Ernie Kreiling .... HTR
Hollywood's Twilight Years—w-600-mail-orp—
Crosby L. Day .... TWN
Hollywood's Unsolved Mysteries—15 pt. Series
(1500 each)-mim .... HIS
How To Talk With Practically Anybody About
Practically Anything—ind-bl-var (1 to 7 parts)-
xerox-mail—Barbara Walters .... DDS
Inside Daytime TV—w-750-mim—John Austin .... HIS
Inside TV—w-400-orp—Joey Sasso .... MCN
It Happened In Hollywood—tw-200-mim-ocr-telex-
wire—Scott M. Lawrence .... LAT
Jaundiced Eye—w-800-mail-orp—Mark Deitch .... TWN
Knight News Wire—7tw-var-wire .... CTN
Liz Smith Column—3tw-750-ocr-orp—Liz Smith .. CTN
Lookin' Around Hollywood—w-600-mail-orp—
Jerry M. Zelenka .... TWN
Main Street—d/w-300/500-var-man-mail-wire-
Ted Green .... PWF
Magazine Service—w-var-igp .... TVT
Marvin Kitman Column—w-500-mim-ocr-telex-wire-
Marvin Kitman .... LAT
Movie Memories—w-150-mail-orp—Ruth Wucherer TWN
My Success Story—w-500/1000-orp—various
famous persons .... SBP
Newsfeatures—d-var-orp-ill-tape-ocr-mail-wire—
Staff .... NEA
Nostalgia Quiz—dS/w-50/150-man-ocr-xerox—
Edmund Midura .... MID
Off Camera—w-600/2c10"-orp-ill—various ...... TVT
On The Screen—w-600-mail-orp—Vincent Puleo .. TWN
One on One-TV Sports—w-600-2c10"-orp-
ill—various .... TVT
PBS In The Spotlight —w-3c10"-orp .... TVC
Pop Scene Service—1tw-5000-mim-ocr-orp-mail-Lc-
wire-tts-tel—Barbara Lewis .... UFS
Personalities—occ-600-mim-ocr-igp-orp-Lc-mail-
wire-tts-tel—Cindy Adams .... WNS
Pike Peeks—w-500-mail-orp—Charles Pike ..... TWN
Prime Time Tips—w-600-mim-ocr-telex-tt-tel-wire-
Paul Henniger .... LAT
Religious News Reporter—w-2700-mim-mail—Staff RNS
Rock, Pop Times—w/S/dS-var-2c12"-xerox-mail-
James Riordan .... RPT
Sander Vanocur Column—sw-700-wire-mail—
Sander Vanocur .... WPW
Scruffles—w-4c2½"-orp .... TVC
Show Biz—w-2c5"-mat-orp—Flash Fairfield ..... EF
Soap Opera Scene—w-ocr-ill—Steven H. Scheuer .. KFS
Show Time—w-var-orp-mat-ill-color-ocr-wire-mail—
Staff .... EF
Shows to Watch (TV)—7tw-700-mim-ocr-telex-tt-
tel-wire—Paul Henniger .... LAT
Sports Profile—d/w-var-orp .... TVC
Stars and Sports—tw-750-mim—John Austin/
various .... HIS
Tabloid Service—w-var-orp-ing .... TVT
Tee Vee Laffs—dexS-1c2½"-orp-mat—
Cliff Rogerson .... UFS
Tel-Aire—w-bl-var-orp-Lc .... KFS
Tel-Aire TV Editorial Package—w-var-igp-mail .... TAP
Tel-Aire TV Magazine—w-bl-man—Staff .... TAP
Tele-Log—dS-var-orp-mail—TV Listing Service .... EF
Television Highlights—w-pt—Francis M. Knox ... DIC
Television Inside—3tw-750-mim-John Austin .... HIS
Television Listings—w-var-orp-wire .... TVD
Television in Review—5tw-450-tt—Joan Hanaver .. UPI
Teleword—w-2c-orp—Julia Quart .... LAT
Test Pattern-TV Crossword—w-2c9"-orp-ill ...... TVT
The News Business—w-850-mail—Charles W. Seib WPW
The Week Ahead Movies—d/w-var-orp .... TVC
Theatre And Art-U.S.A.—m-800/1000-man—
Lillian Africano and Elisabeth Stevens .... PRI
Tri-Scope TV Listing—7tw-var-orp—
Tri-Scope, Inc. .... LAT
Trivia Teasers—1tw-2c-orp—Gene Herndon .... UFS
"Tune in Tomorrow"—3tw-600-mim-ocr-orp-
wire-mail—Jon-Michael Reed .... EF
TV Answer Man—6tw-400-mim-ocr-orp-mail-Lc-
wire-tts-tel—Richard K. Shull .... UFS
TV Caricatures—w-var-orp .... TVC
TV Column—w-2c-tpt-orp—Berle Christiansen .... EDC
TV Feature Service—w-var-orp .... TVT
TV Feature Films Source Service—an-bl-orp .... UFS
TV From A Woman's Viewpoint—w-2c8"-xerox .. AMF
TV Grid—S-2c4"-orp—Leo White .... WHI
TV Hilites—d-var-tt—Staff .... UPI
TV IQ—w-3c6½"-orp .... TVC
TV Key Features, Mailbag—6tw-igp-Lc-ocr—
Stephen H. Scheuer & Staff .... KFS
TV Key Previews—7tw-Lc—Steven H. Scheuer
And Staff .... KFS
TV Listings—dS-var-orp-wire-tt-telex—
TV Data, Inc. .... UFS
TV Listing Service—w-var-orp-tape .... TVT
TV Listings—d/w-var-orp .... TVC
TV Logs—w-1c/300"-350"-orp-mail .... TVN
TV Mailbag—1tw-300-ocr-mail—Rick Roberts ... CNS
TV Mailbag—w-var-orp-ill .... TVT
TV Personality (Profile)—w-c39½"-orp .... TVC
TV Photos—w-var-orp .... TVC
TV Photo Service—7tw-2c-orp .... UFS
TV Puzzle—w-4c5½"-orp .... TVC
TVQ—w-500-mim—Jerry Appleton .... TSS
TV Quiz—dS/w-50/150-man-ocr-xerox
Edmund Midura .... MID
TV Starscramble—S-2c9"orp—Staff .... WHI
TV Starscreen—w-2c-var-orp—Al Kilgore .... UFS
TV Scout—dS-var-mim-ill-ocr-orp-wire-mail—
Joan Crosby .... EF
TV Teasers—w-3c6"-orp—Staff .... EF
TV Tee Hees—7tw-1c2"-orp—Henry Scarpelli ..... LAT
TV Testpattern—w-2c9"-orp—Staff .... EF
TV Tidbits—7tw-300-mim-ocr-orp-Lc-mail-wire-
tts-tel .... UFS
TV Previews—7tw-600-mim-ocr-mail-orp-Jc-
wire-tts-tel—Dan Lewis .... UFS
TV Time Line—w-500-2c10"-orp-ill—Various ......TVT
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mail—Dick Shull .... UFS
TV View—dS/w-pt-orp—Francis M. Knox .... DIC
TV View—sm-600-mim—John Leonard .... NYT
Various Titles—occ-500/700-ocr-mail—
Don Freeman .... CNS
View—dS/w-pt-orp—Frances M. Knox .... DIC
VI People—4tw-600-mim-ocr-orp-Lc-mail-wire-
tts-tel—Dan Lewis .... NANA
Week Ahead Specials—d/w-var-orp .... TVC
Weekly Program Photo Highlights—d/w-var-orp .. TVC
What's On Television—S-var-tt—Staff .... UPI
You, Your Child, and Entertainment—w-500-mim—
David Nydick .... DAN

31—RELIGION

A Happy Home—w-175-mim—Dorothy Yoder .... INR
A Littel Prayer—dS-1c1"-orp—Mary Alice Bennet . AF
A Problem Today—w-150-orp—Ida Nettleton .... SBP
Altar Stairs—dS-150/2c4"-mim—
Dr. John Kirkpatrick .... HPS
American News Report—w-750-mim—Ben Gallob. .. JTA
Baptist Press Features—dexS-var-mim—
James Lee Young .... BAP
Beacon Lights—w-150-mail-orp—Karen Carden ... TWN
Between You and Me—w-800-mim—Boris Smolar JTA
Bible Verse—w-1c-orp—Jack Hamm .... SM
Bishop Sheen Writes—w-750-mim—
Archbishop Fulton J. Sheen .... WSS
Candle and Mirror—dS-50-mim—Fred Dodge ...... MM
Church Ads—occ-var-orp .... LUT
Church Chuckles—w-2c-orp-mat—Charles Cartwright SM
Church Forum—w-150-mim—Dorothy Yoder ...... INR
Church Invites You—w-150-mim—Dorothy Yoder .. INR
Church Page—w-4c-orp-mail—Gus Wood .... MOR
Country Parson—w-1c"-mat-orp—Frank Clark ...... SM
Country Parson—dexS-1c4"-mat-orp—Frank Clark . RTS
Church World News—w-var-tape .... LUT
Daily News Report—5tw-17500-mim-mail—Staff .. RNS
Days And Customs Of All Faiths—w-500-mim-ocr-
Dr. Howard V. Harper .... LAT
Do You Know—w-100-mim—Dorothy Yoder ...... INR
God Can Do It—3tw-1500-Lc-orp-ocr—
Norman Kugler .... MCF
Good News From The Bible—w-1c2"-mat-orp-ill—
Staff .... CSP
Happier Living—w/m-300-mim—Phyllis Mitchell .. MIT
Holiday Preparedness—ind-var-color—Staff .... NEA
Hollywood Hotline—6tw-800-mim-ocr-orp-Lc-mail-
wire-tts-tel—James Bacon .... NANA
International Sunday School Lesson Comment—
w-750-xerox-mail—Herbert C. Bradshaw ...... BRD
It's Your Life—5tw-250-orp—Robert Armstrong .. MCN
Jericho Jones—dexS-4c2½"-mat-orp—
Stephen C. Graham and Kirk A. Luehrs .... TFI
Jewish Quiz Box—w-500-mim—Dr. Samuel J. Fox JTA
Know Your Faith—w (5 or 6 articles/600-750
each) igp-wire—various .... NCF
Let's Ask The Bible—5tw-300-mim—A. G.
Van Camper .... GLS
Let's Talk—1tw-400/600-ocr-orp-mail—
Rev. Lee Truman .... CNS
Light Your Own Candle—w-600-mail-orp—
Gerta Kay .... TWN
Lindbergh: A Biography—ind-bl-var (1 to 7 parts)-
xerox-mail—Leonard Mosley .... DDS
Living Scriptures—w-2c-orp-mat—Jack Hamm .... SM
Memo To Caesar—dexS-sea-1c8"-mim—
D. K. Woodman .... HPS
Mini-Prayer—d-1c1"-ill-man—Rita Harper ...... HAC
Miracle of Faith—w-600-mail-orp—Gertrude Katz TWN
Moment of Power—d-150-S-500-orp-tape-ocr-mail
wire—Rev. Robert Schuller .... NEA
My Answer—7tw-100-ocr—Billy Graham .... CTN
News Releases—occ-var-mim .... LUT
On The Religious Front—w/m-var-mim—
David Benarone .... WUP
One Man's View—w-500-Mim—Robert Segal .... SAF
Our Daily Bread—7tw-300-min-ocr—
Rev. A. Purnell Bailey .... LAT
Our Preacher Says—w-75-mim—Dorothy Yoder .... INR

④ ⑦ ⑪ ⑳ WHERE'S THE ...
The firemen of Engine Company 22 hold a beauty contest, hoping to attract a lot of beautiful girls, but the plan backfires when the Captain, the Chief and a mobster demand "special consideration" for their wholesome but plain nieces.
⑫ ALL IN THE FAMILY
Archie finds he has a tiger on his hands when Mike and Gloria teach Edith a new method by which married people can "fight fair." (R)
⑥ ⑳ IN PERFORMANCE AT WOLF TRAP
"Preservation Hall Jazz Band"
⑦ METS BASEBALL
New York Mets vs. Houston Astros.
⑩ GOLDEN AGE OF MOVIES
"The General Died at Dawn" (1936) starring Gary Cooper, Madeleine Carroll. An American soldier of fortune in China tries to save a community from a cruel war lord.
⑪ YANKEES BASEBALL
New York Yankees vs. Oakland A's.
8:27 ⑫ BICENTENNIAL MINUTES
Narrator: F. Lee Bailey.
8:30 ④ ⑦ ⑪ ⑳ ABC SATURDAY MOVIE
"Duel in the Sun" (1946) starring Jennifer Jones, Gregory Peck. A scorching western saga of love and bitter rivalry between two brothers. (R)
⑫ THE JEFFERSONS
Louise is extremely upset over Lionel's new "playboy" attitude. (R)
⑩ SHERLOCK HOLMES THEATRE
9:00 ⑧ ⑪ NBC NIGHT AT THE MOVIES
"The Great Escape" (1963) (Part 1) starring Steve McQueen, James Garner. The greatest team of Allied escape artists of World War II, unwittingly assembled by the Germans, plan a mass break-out from a maximum-security camp. (R) (Part II will be colorcast Monday, May 19 from 9-11 p.m.)
⑫ MARY TYLER MOORE SHOW
Ted Baxter's dream comes true when he meets his idol, Walter Cronkite. (R)
⑥ ㉔ SPECIAL OF THE WEEK
The Thin Edge, "Anxiety: The Endless Crisis"
9:30 ⑫ THE BOB NEWHART SHOW
Bob gets kicked out of an all-women consciousness-raising group he has formed after Emily joins and inadvertently points up some of the unliberated aspects of their marriage. (R)
10:00 ⑫ MISS U.S.A. BEAUTY PAGEANT
The 24th annual contest in which 51 of the most beautiful young women in the United State compete for the coveted title of Miss USA 1975.
⑥ ㉔ GETTING IT TOGETHER
⑩ NEWS
10:30 ⑩ BLACK NEWS
⑬ NEWS
11:00 ④ ⑧ ⑪ NEWS
⑩ POLICE SURGEON
"The Killer"
⑪ ⑳ SHOCK THEATRE
"Killer Shrews" (1959) starring James Best, Ingrid Goude. A boat captain discovers a scientist on an isolated island has created monstrous giant shrews.
⑬ BOBBY GOLDSBORO SHOW
Guest: David Gates
11:30 ⑪ MILLION DOLLAR MOVIE
"Honeymoon With a Stranger" (1969) starring Jane ... An American woman on he ... husband a

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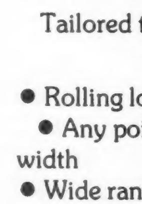

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COMPULOG

SUNDAY

7:00 (2) THE YEARLING
1947 Film starring Gregory Peck, Jane Wyman. The poignant tale of a boy's love for his pet fawn and of his parent's fight to tear a living from the American frontier.

(4) THE WONDERFUL WORLD OF DISNEY
'Ducking Disaster with Donald and his Friends' An animated cartoon lecture by the zany Professor Ludwig von Drake, who demonstrates -- more-or-less conclusively -- that when people don't use their brains they get into trouble. (R)

(7) ALMOST ANYTHING GOES
A team of celebrities including Ruth Buzzi, Rosey Greer, Carol Lawrence and Leslie Uggams, will take on the 1975 National Champions, Boulder City, Nev., and the 1976 champions, Chambersburg, Pa., in 'Supergames I' from Nevada.

(13) SOUNDSTAGE
'The 1975 Down Beat Jazz Awards' A dozen of the finest jazz musicians in the world perform some of the music that won them top spots in the 40th Annual Down Beat Readers Poll. (210)

8:00 (4) ELLERY QUEEN
'Lover's Leap' A socialite's demise parallels that of a woman in the Ellery Queen novel she was reading. Guest stars Ida Lupino, Don Ameche, Anne Francis. (R)

(7) THE SIX MILLION DOLLAR MAN
'Clark T. O'Flaherty' A secret chemical placed on government documents leads Steve Austin on a mission to prove whether a friend is guilty or innocent of being a traitor. (R)

(13) FAMILY AT WAR
'The 48-Hour Pass' May 1941. The Liverpool bombing continues and the Ashtons are directly affected. David has 48 hours to spend with his wife, but the air raid spoils their reunion. (18)

8:30 (13) ERICA
'One Color Spectrum' How to vary stitches for a variety of effects in one color. (206)

8:57 (2) BICENTENNIAL MINUTES

9:00 (2) KOJAK
A detective with a drinking problem loses his pistol and his gold shield, and costs the life of his best friend. (R)

(4) NBC SUNDAY MYSTERY MOVIE
Columbo-'Identity Crisis' Patrick McGoohan guest stars as an advertising executive whose secret life as a top spy is endangered when he becomes the target of a homicide investigation by Columbo. Guest stars Leslie Nielsen.

(7) THE ABC SUNDAY NIGHT MOVIE
'Summer of '42' 1971 Jennifer O'Neill, Gary Grimes. Nostalgic, bittersweet memory of love and loss for a sensitive boy and his friends. (R)

(13) AVIATION WEATHER
'Sailplanes' (331)

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Pilgrims—dexS-4c2½"-mat-orp—Stephen C. Graham and Kirk A. Luchers ..... TFI
Potomac Ethics—1tw-200-mim-ocr-orp-Lc-mail-wire-tts-tel—Rev. Lester Kinsolving ..... UFS
Power of Faith—w-250-orp—Woodi Ishmael ..... APN
Pungent Prayer—w-2c7"-orp—Phil E. Pierce ..... PUN
Religion and the Times—w-750-xerox—Jesse H. Morrell ..... MER
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Saturday Sermon—w-500-mim-mail—Robert E. Lind SAT
Self Service For Better Living—w-4c5"-mim—Charles Rehns ..... REH
Sermonograms—w-375-mim—Dorothy Yoder ..... INR
Silver Lining—w-300—Robert Segal ..... SAF
Sing No Sad Song—w-600-mail-orp—Maxine Jensen TWN
60 Second Sermons—5tw-200-mim—Fred Dodge .... MM
Strength For The Day—dexS-150-mim—Elisha Douglass ..... CF
Sunday School Lesson—S-750-mim—Elisha P. Douglass ..... CF
Support The Church—w-5c13"/4c10½"/3c8½"-orp—William A. Keister ..... KEA
Taproots—w-600-mail-orp—Ruth Loring Tanksley . TWN
Terse Verse—w/S-ps-orp—Anthony Carter ..... OPS
The Better Way—w-150-mim—D. L. Yoder ..... INR
The Gift Of Inner Healing—an-bl-mim Ruth Carter Stapleton ..... CNF
The Illustrated Bible—w-4c-ill-orp ..... KFS
The Week In Religion—w-1000-mim-mail—Staff ... RNS
2 Minute Meditation—w-150-orp—A. Blake ..... SBP
What Life Has Taught Me—w-500/1,000-orp—Various Celebrities ..... SBP
Wit and Wisdom—w-50-mim—D. L. Yoder ..... INR
World Religious News—w-300-mim—D. L. Yoder .. INR
Year in Religion—an-3000-mim-mail—Staff ..... RNS
You In The Church-The Church In You—w-4c10"/5c12½"-orp-mail—G. W. Lindsay ..... WIL
Your Life and Mine—dexS/w/m-300-mim—Phyllis Mitchell ..... MIT

32—RESEARCH-POLLS-SURVEYS

A Problem Today—w-150-orp—Ida Nettleton .... SBP
Behavior In The News—w-600/700-orp-xerox—S. V. Didato, Ph.D. ..... DID
Editorial Research Reports—w/5t-550/6000-orp-ill—Hoyt Gimlin ..... EDR
Gallup Poll—sw-var-wire-ocr—Dr. George Gallup ..... FNS
Growing Older With Sidney Ascher—w-600-mim—Sidney Ascher ..... ASC
Harris Survey—2tw-800-ocr—Louis Harris ..... CTN
If Your Name Is . . .—w-470-mim-xerox—Ann Reynolds, Ph.D. ..... RFS
Lesson In English—w-100-orp—C. Gordon ..... SBP
London Economist News Service (LENS)—4/5tw-var-orp-tape-ocr-ill-mail-wire—Economist of London ..... NEA
Look & Learn—w-150-orp—Anne Sanders ..... SBP
Political Futures—occ-750-mim-ocr-orp-Lc-mail-wire-tts-tel—Louis M. Bean ..... NANA
Read & Remember—w-150-orp—Dorrell McClure OPS
Roper Poll—S-500-ocr-mim-wir-telex-tel-tt—Burns W. Roper ..... LAT
Test Yourself—d/w-500/750-orp-ill—Jane Sherrod Singer ..... SBP
The Muckraker—w-500-mail-xerox—Jack Dame .. EXC
What People Think—occ-ps-man—Staff ..... IMN
Youth Poll America—w-800-ocr—Gordon Sabine, Ph.D. ..... CTN

32A—RETIREMENT—SENIOR CITIZENS

AGood Idea—m-450-man—Mike LeFan ..... LEF
A Time To Live—S-600-ocr—Bob Walton ..... UNP
"doors"—3tw/w/m-orp-mat—Woodie Hall ..... LEF
Golden Years—w-700-mim-ocr—Tom Collins ..... LAT
Growing Older—w-500-orp-tape-ocr-mail-wire—Lou Cottin, Harold Blumenfeld ..... NEA
Growing Older With Sidney Ascher—w-600-mim—Sidney Ascher ..... ASC
Harvest Time of Life—w-2c4"/2c6"-mim—Charles Rehns ..... REH
Heartline—3tw-ocr—Charles Musick ..... RTS
Life Begins At 40—3tw-500-orp—Joanne Farris ... MCN
Live Longer Be Happy—w-2c12", 4c12"-mim-Charles Rehns ..... REH
Mainly For Seniors—1tw-400/600-ocr-orp-mail—John T. Watts ..... CNS
More For Your Money—w-300-2c6"-orp,-man—Mike LeFan ..... LEF
New Horizons—w-350-orp-Jane Forrest ..... MCN
Retirement—1tw-700-mim-ocr-igp-orp-lc-mail-wire-tts-tel—Ghita Levine ..... WNS
Senior Citizens Corner—w-2c4½-orp-mat-ill—Staff ..... CSP
Senior Forum—3tw-600-mim-ocr—Tom Collins .... LAT
These Great People—w-600-xerox-mail—Gordon B. Greb ..... NSM
Thought In Passing—w-350-mail-orp—Charles Cuppett ..... TWN
Time Of Your Life—2tw-300-mim-orp-lc-mail-wire, tts-tel-ocr—Jack Smith ..... UFS
Your Best Years—w-500-mail-orp—Dee Payne ... TWN
Your Retirement Dollar—w-Lc-ocr—Peter Weaver . KFS
Your Social Security—1tw-350-ocr-orp-mail— .... CNS

33—SCIENCE

Behavior—w-800-mim-ocr-orp-wire-mail—William Cramie ..... ESN
Behavior In The News—w-600/700-xerox-orp—S. V. Didato, Ph.D. ..... DID
Bermuda Triangle—ind-bl-var-(1 to 7 parts)-xerox-mail—Charles Berlitz ..... DDS
Crime Science—w-800-mim—Jack Barnes ..... BIS
Editorial Research Reports—w/5tw-550/6000-opr-ill—Hoyt Gimlin ..... EDR
Fact-O-Rama—w-600-mim—M. W. Martin ..... MAR
Good Earth Almanac—S-hps/tps/qps/pt-mat-orp—Monte Burch ..... UNP
Growing Older With Sidney Ascher—w-600-mim—Sidney Ascher ..... ASC
Health And Science—occ-600-mim-ocr-igp-orp-lc-mail-wire-tts-tel—Ana Honig ..... WNS
Health Science News—w-var-tape-man—Samuel Klein, Dr., S.C. ..... RTV
How Do They?—tw-200-ocr-igp—Detroit News ... UNP
Human Side of Science—w-2c/3c-ill-orp—Staff ... LUI
In-Sights—tw-600-ocr—Dr. Walt Menninger ..... UNP
Let's Make—w-2c4"-orp-Ben Corey ..... HAR
Martin's International Newsreel—occ-var-igp-var . MAR
Medical Consumer—2tw-650-mim-ocr-orp-wire-mail—David Hendin ..... EF
Medical Consumer—2tw-650-mim-ocr-orp-wire-mail—David Hendin ..... ESN
Medicalia—cont-600-mim-igp—M. W. Martin ..... MAR
Newsfeatures—d-var-orp-ill-tape-ocr-mail-wire—Staff ..... NEA
Newsfeatures—2tw-850-mim-igp-ocr-orp-wire-mail—Staff and Contributors ..... ESN
Promising Patents And Products—w-2c/3c-ill-orp—Staff ..... LUI
Report from:—occ-var-man-igp-wire-mail-xerox-telex—Mark Allen Kellner ..... KEL
Science—w-igp—Margaret Williams ..... EPS
Science Briefcase—w-800-mim-ocr-orp-wire-mail—Staff ..... ESN
Science Critic—w-750-mim-ocr-orp-wire-mail—H. Peter Metzger, M.D. ..... ESN
Science For You—w-2c5"-orp—Bob Brown ..... LAT
Science In The News—cont-occ-ind-300/500-ps-pt-var-man-xerox-igp-mail—Walter B. Hendrickson, Jr. ..... AUN
Science Today—3tw-500-tt—Al Rossiter, Jr. and staff ..... UPI
Scientific Topics—w-300/500-var-man-mail-wire—R. I. Queen-Alan Queen ..... PWF
Speaking of Science—w-400-mim—Jim Murphy ... UNI
Star Gazing—w-475/550-mim—Robert E. Allen .. STG
Star Story—m-900-ill-orp-mim-ocr-wire-mail—Richard Knapp ..... ESN
Technifax Illustrated—w-2c/3c-ill-orp—Staff ..... LUI
The Formula—S-400-ocr—Norm Stark ..... UNP
The Skies Today—d-40-mim-mail—Bailey R. Frank SKI
VIP Medical Grapevine—ind-500/1200-var-man Ruth Nathan Anderson ..... VMG

34—SERIALS

A Heartbeat Away—Our Vice Presidents—w-400/600-ocr-xerox—Edmund Midura ..... MID
A Presidential Nation—cont-1,000-ocr-mim—Joseph Califano ..... LAT
A Year Of Beauty And Health—cont-1000-ocr-mim-ill—Beverly & Vidal Sassoon ..... LAT
Adlai Stevenson of Illinois—cont-1000-mim-ocr—John Bartlow Martin ..... LAT
America's Runaways—cont-5000-mim—Christine Chapman ..... JPS
Angels—an-bl-mim—Rev. Billy Graham ..... CNF
Auld Acquaintance—ind-bl-var-(1 to 7 parts)-xerox-mail—Guy Lombardo ..... DDS
Behind Closed Doors—cont-1000-mim-ocr-ill—Bob Woolf ..... LAT
Bermuda Triangle—ind-bl-var-(1 to 7 parts)-xerox, mail—Charles Berlitz ..... DDS
Best Sellers (Fiction & Non Fiction)—w-hps-pt-orp/book form—various authors ..... SBP
Books-into-Serials—cont-occ-var-man-mim—Various authors ..... CHA
Christmas Stories—w-250/2,000-orp—Various authors ..... SBP
Doris Day—Her Own Story—cont-1000-mim-ocr-ill—A. E. Hotchner ..... LAT
Eat and Grow Younger—24 part series-2c15"-orp-ill-ilm—Lelord Kordel ..... SPE
Eat Up and Slim Down—14 part series-3c10"-Lc-ill-ilm—Lelord Kordel ..... SPE
Eat Your Troubles Away—20 part series-2c15"-Lc—Lelord Kordel ..... SPE
Education of a Public Man—ind-bl-var-(1 to 7 parts)-xerox-mail—Hubert H. Humphrey ..... DDS
Eight Is Enough—cont-1,000-ocr-mim—Tom Braden LAT
Etc. Service—cont-var-mim-ocr-ill-tt-telex—Various ..... LAT
Famous Short Stories—w-250/2000-orp—Various authors ..... SBP
Feel Young Again—24 part series-3c10-orp-ill-ilm—LeLord Kordel ..... SPE
For Money Or Love—an-bl-mim—Robin Lloyd .... CNF
From Julia Child's Kitchen—w-800-mim-ocr—Julia Child ..... LAT
How To Be Rich and Beautiful—ind-bl-igp-mail—D. Richey, P. Bosch ..... RBN
How To Talk With Practically Anybody About Practically Anything—ind-bl-var-(1 to 7 parts)-xerox-mail—Barbara Walters ..... DDS
How Women Turned Themselves Beautiful—con-1000-mim-ocr-ill—Jennifer Anderson ..... LAT
Hollywood Is A Four-Letter Town—an-bl-mim-igp—James Bacon ..... CNF
Kate—cont-1000-ocr-mim-ill—Charles Highman .. LAT
Krass & Bernie—w-ps-orp-ill—G. Trosley ..... OPS
Let's Live Longer—12 part series-3c10"-orp-ill-ilm—Lelord Kordel ..... SPE
Lindberg: A Biography—ind-bl-var-(1 to 7 parts)-xerox-mail—Leonard Mosley ..... DDS
Loretta Lynn, The First Lady Of Country Music—cont-1000-mim-ocr-ill—Loretta Lynn with George Vecsey ..... LAT
Lost Pages From American History—an-bl-mim-igp—Webb Garrison ..... CFN
Make People Like You—18 part series-2c15"-Lc-ill-ilm—Lelord Kordel ..... SPE
NANA News Service—5tw-20,000-mim-ocr-orp-Lc-mail-wire-tts-tel ..... NANA
Open Family Living—ind-lb-var-(1 to 7 parts)-xerox-mail—Thomas McGinnis ..... DDS
Our Vanishing Liberties—15 part series-3c10" orp-ill-ilm—Omar V. Garrison ..... SPE
Russia: The People & The Power—cont-1000-mim-ocr-ill—Robert S. Kaiser ..... LAT
Stay Alive Longer—21 part series-2c15"-orp-ill-ilm—Lelord Kordel ..... SPE
Stranglehold Of The iQ—ind-bl-var-(1 to 7 parts)-xerox-mail—Benjamin Fine ..... DDS
Susanne White's Book of Chinese Chance—cont-1000-mim-ocr ..... LAT
Talk Back To Your Doctor—ind-bl-var-(1 to 7 parts)-xerox-mail—Arthur Levin ..... DDS
The Gift Of Inner Healing—an-bl-mim—Ruth Carter Stapleton ..... CNF
The Last Christmas Show—ind-bl-var-(1 to 7 parts)-xerox-mail—Bob Hope ..... DDS
Thoughts Of Gov. Jerry Brown—an-bl-mim—Gov. Edmund G. Brown, Jr. ..... CNF
"Why Not The Best?"—an-bl-mim-igp—Jimmy Carter ..... CNF
Winning The Age Game—ind-bl-var-(1 to 7 parts)—xerox-mail—Gloria Mail ..... DDS
Working Mothers—ind-bl-var-(1 to 7 parts)-xerox-mail—Jean Curtis ..... DDS
World War II—cont-1000-ocr-mim-ill—James Jones ..... LAT
Zane Grey's Best—w-ps-orp—Short Stores & Books OPS

35—SHORT STORIES

Best Sellers (Fiction & Non-Fiction)—w-hps-pt-orp/book form—Various authors ..... SBP
Christmas Stories—w-250/2,000-orp—Various Authors ..... SBP
Datelinesac—5tw-2ps-orp-mail—Staff ..... CAP

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Walking Around—w-750-xerox—Sidney DuBroff .. GPL
Weekly Short Stories—w-ps-qpt-orp—Misc. Authors OPS
Zane Grey's Best—w-ps-orp—Short Stories & Books OPS

36—SPECIAL PAGES

According to Guinness—dexS-50-ocr—
Norris & Ross McWhirter ..... UNP
According to Guinness (III)—dexS-2c-mat-orp—
Norris & Ross McWhirter ..... UNP
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Cleveland Amory ..... LAT
At Large—sw-750-wire-mail—Ellen Goodman .... WPW
Book World Service—tw-var-Lc—Washington Post
Book World ..... WPW
Business Roundtable—w-hp-pt-orp-lc-ill-mat—
Staff ..... GNB
Caring For Your Car—w-750-ocr-mim-wire-tt-tel-
telex-ill—Ray Hill ..... LAT
Celebrity Cookbook—w-800/1200-mim-ocr-ill-tel-
wire-tt-telex-tape—Johna Blinn ..... LAT
Centerpiece—S-2500-mim—various ..... NYT
Christmas Stories—w-250/2,000-orp—
Various authors ..... SBP
Dorothy Richey's Travel Talk—dexS-w-500-hpt-orp-
man-ill-mail—Dorothy & Noyes Richey ..... RBN
Etc. Service—cont-var-mim-ocr-ill-tt-telex—Various LAT
How To Take The Fun Out Of Driving—w-var—
Dick Harris ..... HAA
Inside Education—Sea-pt-hp-orp-lc-ill-mat—
Harvey J. Brudner, Ph.D. ..... GNB
"It's on the Tip of My Tongue"—w-150-mim-ocr-
ill-orp-wire-mail—Dan Carlinsky ..... EF
Justice Story—w-1500-orp ..... CTN
Knight News Wire—7tw-var-wire ..... CTN
Mossprints—m-var-ill—Geoffrey Moss ..... WPW
News-in-Color—occ-var-orp-ill-mat—Staff ..... NEA
News Service—w-m-sea-cont-ps-pt-orp-Lc-ill-mat—
Staff ..... GNB
Pictorial Page (Feature Story)—2tw-ps-mat-orp . KFS
Picture Show—w(sat.)-ps-mat-orp-igp—Staff ..... APN
Report from:—occ-var-man-igp-wire-mail-xerox-
telex—Mark Allen Kellner ..... KEL
Rolling Stone—sm-var-mim-Various ..... NYT
Single File—tw-600-mim-ocr-wire-tt-tel-telex—
Susan Deitz ..... LAT
Strictly For Laughs—5tw-150-mim—Joey Adams ... CF
Synergy '76—S-1500-ocr-ill ..... FNS
The Fashion Strip—w-100-igp—Ethel Burge ..... BUR
The News Business—w-850-mail—Charles B. Seib WPW
The Relaxed Viewpoint—cont-200-man—Tyrone .. BUR
The Sunday Times of London Service—w-Lc-igp ... KFS
Tony Auth Cartoons—tw-var-ill—Tony Auth ..... WPW
Tune in Tomorrow—3tw-600-mim-ocr-orp-wire-
mail—Jon-Michael Reed ..... EF
Working It Out—3tw-300-xerox-mail—
Mel Thompson ..... VP
Wretched Mess News—S-ps-orp—Milford Poltroon . LAT
You, Your Child, and School—w-3/5tw-500-mim—
David Nydick ..... DAN

37—SPORTS-OUTDOORS

A Child Learns To Swim—sea-2c6"-mat-orp—Staff TSS
All About Horses—w-500-mim—John H. Shropshire SHR
All You Got To Do Is Ask Murray Olderman—2tw-
var-orp-tape-ocr-ill-mail-wire—Murray Olderman . NEA
Along The Camping Trail—fn-600-orp-mim—
The Bascomes ..... BA
Arnold Palmer Method—2tw-2c-orp—
Arnold Palmer ..... UFS
Basketball Prophecy—w/sea-3⅛c16"-orp—
Mort Olshan ..... MOS
Behind Closed Doors—cont-1000-mim-ocr-ill—
Bob Woolf ..... LAT
Berkow's Column—2tw-var-orp-ill-wire-mail-
tape-ocr—Ira Berkow ..... NEA
Better Camping—S-750-man-Don Bacue ..... BRK
Billy Casper Says—2tw-2c-orp—Billy Casper ..... UFS
Black Sports—3tw-750-mim-tt-telex—Sam Skinner BPS
Black Sports Journal—d/w-5000-mim-tt-telex—
Staff ..... BPS
Bowling Tips—4tw-2c-orp—Don Carter ..... UFS
Camping All Year Round—w-500-orp—Bob Nesoff MCN
Camping Family Style—w-450-orp-mat-mail—
Angela and Ford Bothwell ..... SUB
Caring For Your Car—w-750-ocr-mim-wire-tt-tel-
telex-ill—Ray Hill ..... LAT
Champion Athlete—d/w-500-mail-orp—
John Unitas and George B. Dintiman ..... TWN
Charlie Femling Column—w-700-ocr—
Charles Femling ..... HIG
Christian Science Monitor News Service—
5tw-var-igp-orp-ocr ..... RTS
Comment on Sports—w-2c-qpt-orp—
Edw. H. Sims ..... EDC
Darnell's Rating—w-500-man-mail—Darnell Gary DAR
Dick Dunkel College Basketball Index—w-sea-var-
orp—Dick Dunkel ..... DSR
Dick Dunkel College Football Index—w-sea-
3c9"-orp—Dick Dunkel ..... DSR
Durslag Sports Column—5tw-Lc-ocr—
Melvin Durslag ..... KFS
Elmer Stoon—w-2c3½"-orp—Don Knudsen ..... SIE
First One In—1tw-250-ill-ocr-orp-mail—Ed Collins CNS
Football Fact Finder—2tw-300/500-mim—
James H. O'Hare ..... MCS
***Gary Player's Golf Class**—3tw-4c/5c-mat-orp—
Gary Player ..... KFS
Gerties Gig—6tw-2c-orp—Suzanne Farrow ..... LAT
Golf Cartoons—w-qpt-orp-ill—misc. authors ..... OPS
Handi-Football Ratings—sea/w-3⅛c8"-orp—
Mort Olshan ..... MOS
Hockey For Minors—sea-2c6"-orp-mat—Staff .... TSS
Hockey Tips—w-sea-2c-orp-mat—Bobby Orr ..... SUN
Hollywood Pit Stop—w-var-xerox—Anthony Cardoza HOP
Hoop Ratings—sea/w-3⅛c8"-orp—Mort Olshan .. MOS
How To Take The Fun Out Of Golf—w-var-orp—
Dick Harris ..... HAA
How To Take The Fun Out Of Tennis—w-var-orp—
Dick Harris & Dave Kohl ..... HAA
Inside Auto Racing—3tw-500-mim—Don O'Reilly . AU
Inside Hockey—w-sea-700-mim—Stan Fischler .... TSS
Jack Pokress Reporting Sports—w-600-2c-igp-orp—
Jack Pokress ..... NFI
Jews In Sports—fn-500-mim—Haskell Cohen ..... JTA
Jim Murray Sports Column—5tw-650-mim-ocr—
Jim Murray ..... LAT
Jim Proudfoot—3tw-500-mim—Jim Proudfoot .... TSS
Jimmy the Greek—2tw-500-wire—Jimmy Snyder .. FNS
Knight News Wire—7tw-var-wire ..... CTN
Mark Trail's Outdoor Tips—dexS-1c-mat-ocr—
Ed Dodd ..... FNS
Milt Dunnel—3tw-500-mim—Milt Dunnel ..... TSS
NBA—Pro Day by Day Forecast—sea/w-3⅛c8"-
orp—Bill Lee ..... MOS
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Newsfeatures—d-var-orp-ill-tape-ocr-mail-wire—
Staff ..... NEA
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Olderman's Column—w-var-orp-tape-ocr-ill-mail-
wire—Murray Olderman ..... NEA
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Pedal Pushers—w-300-mail-orp—Stephen B. Leek TWN
Pigskin Prophecy—sea/w-3⅛c16"-orp—
Mort Olshan ..... MOS
***Play Better Golf—With Jack Nicklaus**—3tw-4c-
mat-orp—Jack Nicklaus ..... KFS
Pro Pix—sea/w-3⅛c8"-orp—Mort Olshan ..... MOS
Reviewing the New Sport Books—m-hps-xerox—
Phil Kalker ..... AEW
Rocket Shots—tw-2c4½"-orp—Rod Laver ..... UFS
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Ski Trails—w-500/600-xerox-mail—Hal Ball ..... RPS
Ski World—m-650-mim—Ron Posey ..... MOD
Skiing—w-sea-400-mim-ill—Judy Crawford ..... TSS
Skiing With Killy—w-2c-orp—Jean Claude Killy .. UFS
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Solunar Tables—w-500-ocr—Jacqueline Knight .... RTS
Speaking of Sports—1tw-var-ocr-orp-mail—Various CNS
Sport & Recreation—occ-250-man—Irma Ganz Miller SA
Sport History Quiz—dexS-500-man-mail—
Darnell Gary ..... DAR
Sport Trivia—3tw-2c2"-orp-mat—Leo White ..... WHI
Sportin' Life—The Week That Was—w-2c4"-
mail-orp—Denis Harrington ..... TWN
Sporteaser—dexS-1c4"-orp—Eddie Germano ..... CF
Sports Barb—w-500-xerox-mail—Chuck Cascio .... SHF
Sports Cartoons—3tw-2c-mat-orp—Alan Mayer ..... KFS
Sports' Famous People—w-500-man-mail—
Darnell Gary ..... DAR
Sports From Presstox—w-300-orp—Red Lakeland .. MCN
Sports Parade—5tw-500/700-tt—
Milton Richman ..... UPI
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Irma Ganz Miller ..... SA
Sports Profile—d/w-var-orp ..... TVC
Sports Quiz—dS/w-50/150-man-ocr-xerox—
Edmund Midura ..... MID
Sports Quiz-Cross—w-2c5½"-orp—Al Power ..... YPL
Sports Scene—eom-500-man—Lee James ..... SA
Sports Sidelights—3tw/S-300-2c5"-xerox-mail—
Tom Cott ..... WDR
Sports Special—w-2c4¼"-orp-mat-ill—Al Ray .... CSP
Sports Unlimited—1tw-var-ocr-orp-mail—Various .... CNS
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Jeff Millar and Bill Hinds ..... UNP
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Turf Tips—d/w-500-mail-orp—Ronald J. Reichart .. TWN
Turnstile Testers—w-2c4"-mail-orp—
Denis Harrington ..... TWN
Various Titles—occ-500/650-ocr-orp-mail—
Jack Murphy ..... CNS
Ward 'n' Gord—w-4cx2⅜"-orp—
Paul E. Ticknor ..... WNG
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You, Your Child, and Sports—w-500-mim—
David Nydick ..... DAN
Young Ideas—5tw-700-orp-Lc—Dick Young ..... CTN

38—STAMPS, COINS, MEDALS

Adventure Postpaid—m-250-man—Jeff Lee ..... SA
Can Collecting—w-500/700-ocr-xerox—
Edmund Midura ..... MID
Coin Counting—w-500/750-mim-igp-mail—
Barbara White ..... NUM
Coin Notes—w-300-mim—Ronald Anders ..... AR
Coin Roundup—w-500-ill-mim-ocr—
Edward C. Rochette ..... LAT
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F. G. Spadone ..... SPA
Coin-Wise—1tw-300-mim-ocr-orp-Lc-mail wire-
tts-tel—Leon T. Lindhelm ..... UFS
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Julius Weiss ..... WEI
International Adventure (Philatelic)—w-500-mim—
Julius Weiss ..... WEI
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Edward V. Rothkirch ..... TWN
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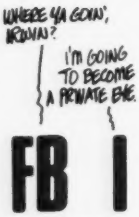

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